

# WE GET YOU WASHINGTON DC

Our media reaches 9 out of 10 people in the DC Metro Area every week. That's one big audience. And lots of little ones too. Talk to us about reaching yours.

## OUTFRONT/



## OUTFRONT GETS THAT TO BRANDS, AUDIENCES ARE EVERYTHING.

That's why we provide a platform that connects brands to the people they want to reach, as they live their lives. We are famous for the unrivaled impact and creativity of our medium. We champion the power of the largest canvases across America to grow advertisers' businesses through driving engagement, fame, and trust.

And we do it where it matters.

- / We are everywhere. We empower smart brands to take advantage of our ubiquity across 400,000 canvases, our national footprint across 25 top markets, and targeted relevance that can be achieved through our local dominance.
- / We are front and center in the places where people live, work, and travel; from urban centers, to busy highways, to transit hubs, to neighborhoods.

We provide the permanent in a media landscape overwrought with the transient. The IRL to fuel the URL. The confluence of and flexibility between screens. Truth, trust, and visibility. We are Intelligent OOH. We leverage new technology to make OOH more relevant, responsive, and rewarding to make your existing digital investments work harder.

**OUTFRONT. Impact where it matters.**

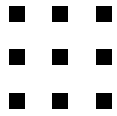


## IMPACT WHERE IT MATTERS

We leverage the power of technology, location, and creativity to drive impactful and engaging interactions with audiences as they live their lives.

- / **Technology:** We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable.
- / **Location:** With over 400K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. In Washington DC, OUTFRONT reaches 88.8% of the CBSA consumers weekly.
- / **Creativity:** Creative drives 70% of an ad's effectiveness. We deliver the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative.

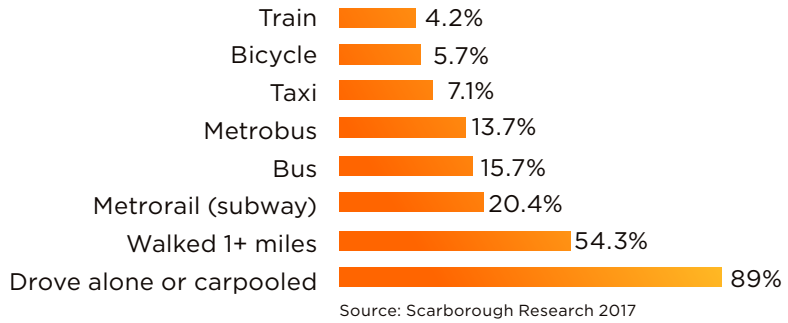




**TOP INDUSTRIES/AUDIENCES FOR THE DC METRO AREA:**

- / Government
- / Technology
- / Education
- / Healthcare
- / Tourism/Hospitality
- / Art & Performance

**MODES OF TRANSPORTATION: A18+**



**AVAILABLE PRODUCTS**

- BUS MEDIA**
  - / Exteriors, Wraps & Interiors
  - / Metrobus (WMATA), Prince William Commuter Bus (PRTC)
- RAIL NETWORK**
  - / Station Displays, Station Dominations, Interior Car, Digital
  - / Metrorail (WMATA), Virginia Railway Express (VRE)
- STREET FURNITURE**
  - / Capital Bike Share
- WALLSCAPES**
  - / Downtown Business, Universities/Colleges, City Center Metro Center, Gallery Place/Verizon Ctr, Adams Morgan, NoMa, Mt Vernon/Convention Ctr, I-695, New York Ave
- SECOND SCREEN MEDIA**
  - / Proximity Retargeting
  - / Behavioral Audience Targeting
  - / Social Influencers
  - / Social Tracking

Please contact your local account executive for detailed pricing and availability.



**#1 MOST CONGESTED CITY IN THE US**

**34.9 MIN. AVERAGE TRAVEL TIME IN THE METRO AREA. SECOND ONLY TO NYC.**

Source: 2015 Urban Mobility Scorecard - Texas A&M Transportation Institute and Inrix; US Census Bureau American Community Survey 2017; Geopath 2018.

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