



## New York

405 Lexington Avenue / New York, NY 10174 / 212.297.6400 / [OUTFRONTmedia.com](http://OUTFRONTmedia.com)

Customers are at the core of everything we do. We are driven to make it easier to plan, buy, and activate successful advertising programs. We are laser-focused on exceptional customer service and on exceeding customer expectations.

We embrace change and take the lead in creating new markets, new formats and new opportunities. We put fresh thinking and innovative approaches to work in all aspects of our business — from digital networks, to social and mobile integration, to improved business practices.

We are Outfront Media. Always innovating. Always connecting. Always on. Always the right choice. Always.

# Why Go Out-of-Home?

New York

## It's Simple — That's Where the People Are!

According to the 2013 Arbitron Out-of-Home Advertising Study, we are spending even more time out of home — more than 89% of U.S. residents aged 18 or older are exposed to Outdoor advertising each day. Outdoor advertising reaches consumers 24/7 — during their daily commute, on their lunch break and throughout shopping trips. Out-of-home is often the last message a consumer receives before making a service or buying decision.

Today's consumers are increasingly mobile — 70% of their waking hours are spent away from home and with out-of-home ads whether in their cars, riding mass transit, on foot or at the point-of-sale.



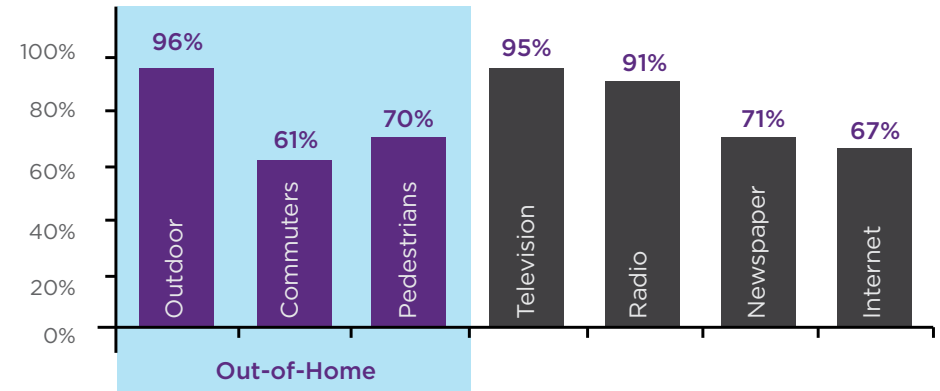
Nearly three-quarters of outdoor viewers shop on their way home from work; more than two-thirds make their shopping decisions while in the car and more than one-third make the decision to stop at the store while on their way home — all times when outdoor advertising has the opportunity to influence purchasing and service decisions.

Source: Arbitron Out-of-Home Advertising Report, 2013

## Why Now?

Out-of-home is the LAST mass reach medium. Beyond fragmentation and self-selection is an emerging marketplace that is redefining how we interact with media and content. As the traditional media model gets reconfigured, out-of-home becomes the ONLY mass media choice. We are always there and we are always on.

OOH advertising reaches almost the entire U.S. adult population each week.



## Why OUTFRONT Media?

### We deliver audience.

Our media is targetable by market and demographic, allowing us to pinpoint accurately who you need to reach, and then reach them consistently — more than 20 times each month. With our newest media measurement system, TAB OOH Ratings, we are able to further refine our delivery.

### We deliver service.

We are committed to delivering research and information that helps tailor a program to achieve your marketing objectives. We are committed to the “after-sale,” following your program through to success.

### We deliver America.

Whether it's bulletins in suburban communities, transit shelters and bus kings in our urban centers, rail displays in transportation systems that connect bedroom communities to commercial centers, high-impact digital billboards, or standard billboards on highways entering or leaving major cities, we have you covered.

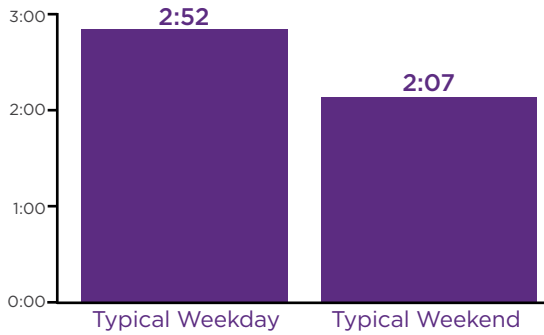
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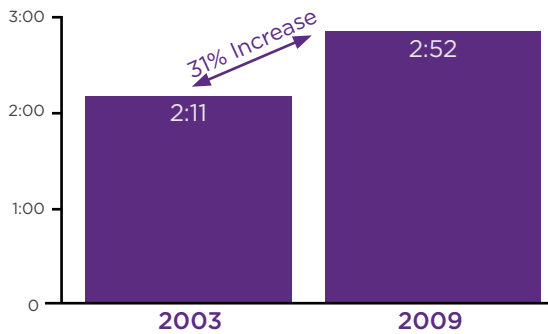
## 18 1/2 Hours per week on the road!



How much time in hours or minutes do you spend combined, either driving or riding as a passenger in any vehicle, on a typical weekday/weekend?

Results displayed in hours: minutes

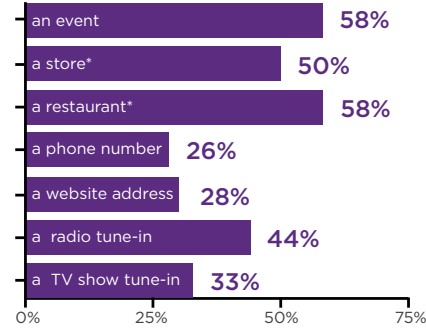
## 31% Increase in time spent in-car.



During our 2003 national in-car media survey, Arbitron found that Americans averaged 2 hours and 11 minutes in their cars during an average weekday; in 2009, Americans are reporting spending 2 hours and 52 minutes in their cars per weekday — a 31% increase.

## Billboards move consumers to action!\*\*

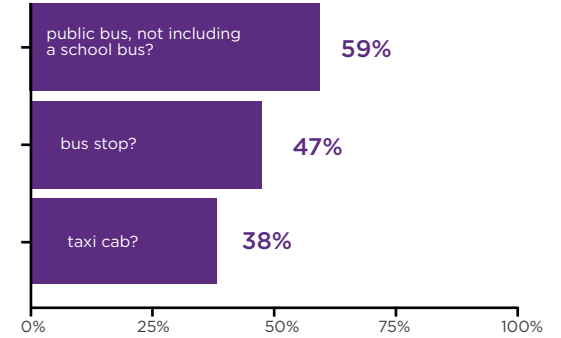
On a roadside billboard, have you ever learned of...



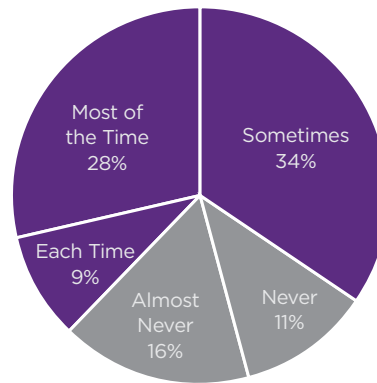
\*and visited establishment

## Buses & Shelters get attention!\*\*

At any time in the past 7 days have you noticed a...(total)

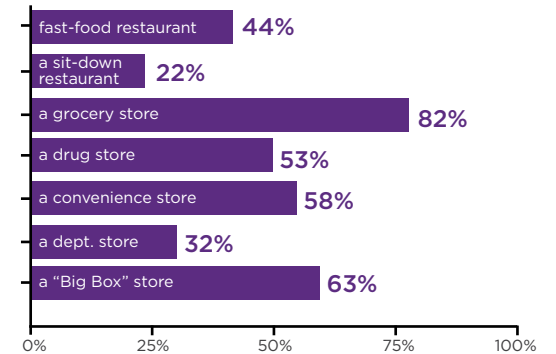


## 71% of travelers notice Billboard Ads.\*



## Workers shop on their way home.\*\*

From work to...



Base: United States residents aged 18 or older who have traveled in any vehicle in the past month. \*\* Based on respondents that noticed ads. Source: Arbitron National In-Car Study 2009

7 out of 10



Adults say that they've seen an OOH ad in the past month

And among those who have seen an OOH ad:



70%

Say OOH is very, or somewhat likely, to influence a purchase.



58%

Search the web as a direct result of seeing an ad.



55%

Use mobile /social media to share information while viewing



41%

Are more likely to learn about the brand being advertised.

Source: Touchpoints USA Billboard Study, 2012

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7 out of 10



Adults say that they've seen an OOH ad in the past month

And among those who have seen an OOH ad:



40%

viewed a DIRECTIONAL ad



40%

WATCHED a TV program advertised



40%

visited a RESTAURANT advertised



39%

TALKED about a product advertised



33%

ATTENDED an event advertised



29%

shopped a SALE in-store that week



28%

shopped a SALE online that week



26%

visited a WEBSITE that was advertised



26%

IMMEDIATELY visited business



18%

CALLED a phone number advertised

Source: Arbitron OOH Industry Report, 2013

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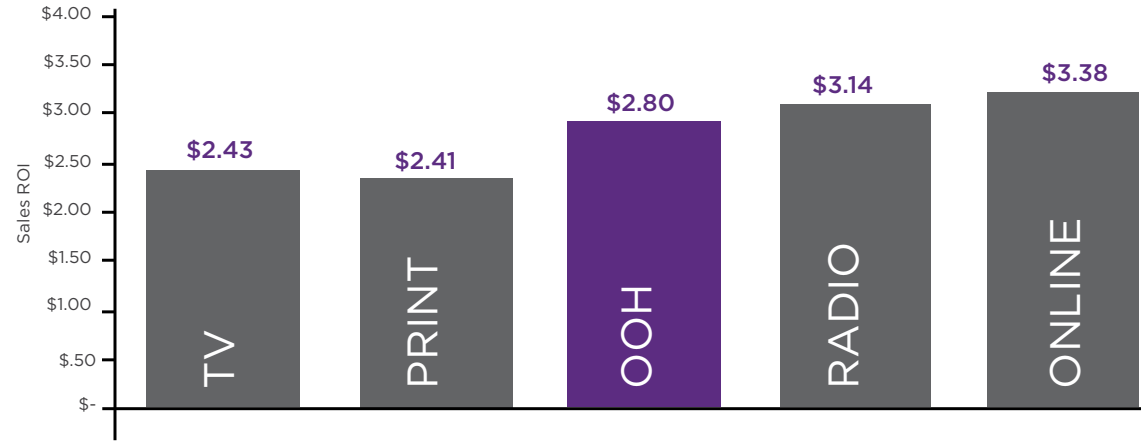
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# OOH: A Return On Your Investment

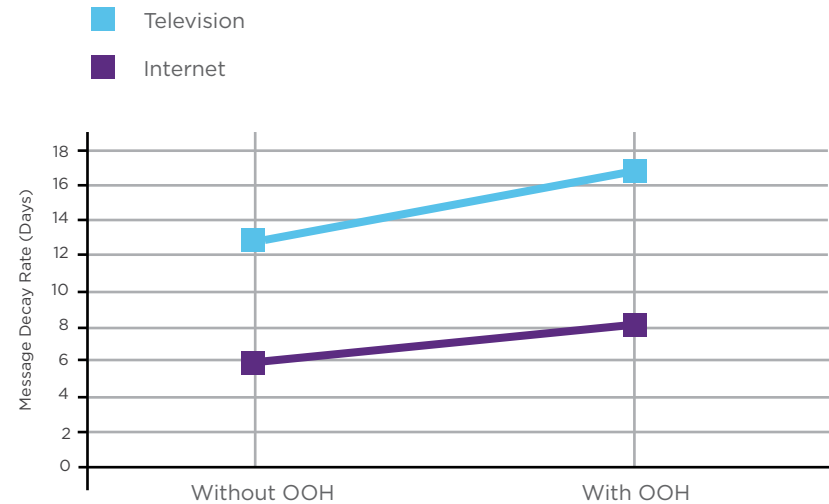
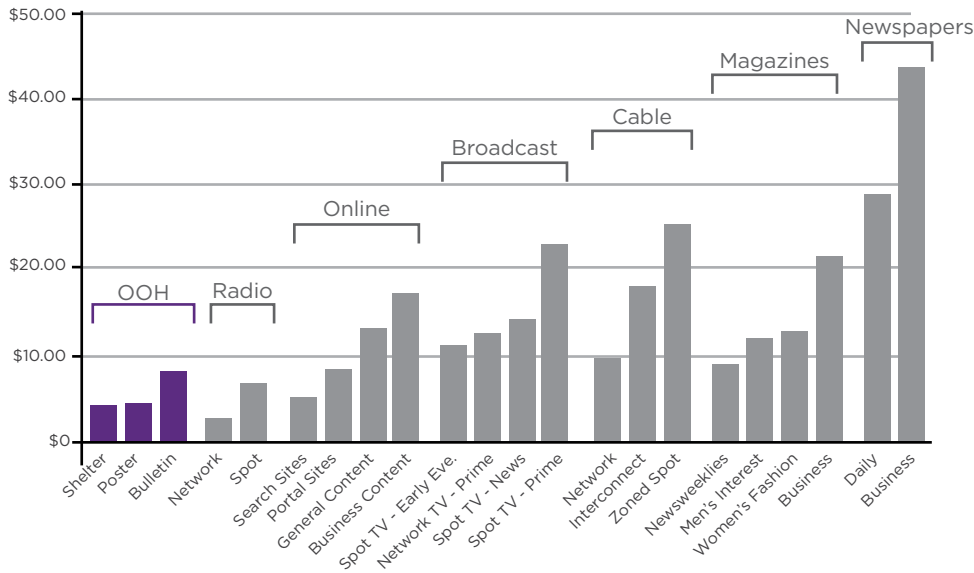
## It's Simple — That's Where the People Are!

The British media research firm Brandscience analyzed over 600 econometric case studies to gauge the impact of out-of-home on sales results. The information is used to provide insights about how out-of-home advertising works relative to other media, independently and in synergy with other media. Brandscience found for each dollar spent on out-of-home advertising, an average of \$2.80 was received in sales. Television and print advertising have a lower ROI, yet receive a greater share of the dollars in the average media mix.



Research studies have repeatedly shown that OOH significantly lowers the cost of advertising. To reach 1,000 people, online can cost up to \$17.50 per thousand impressions, magazines can cost up to \$21.00 per thousand. At \$3.38-\$8.65 per thousand impressions, OOH delivers the same audience at significantly lower costs. Only radio comes anywhere close.

Using out-of-home in combination with other media improves the retention of a campaign's advertising message. This works particularly well for television and online advertising.



Source: OAAA.org, 2013

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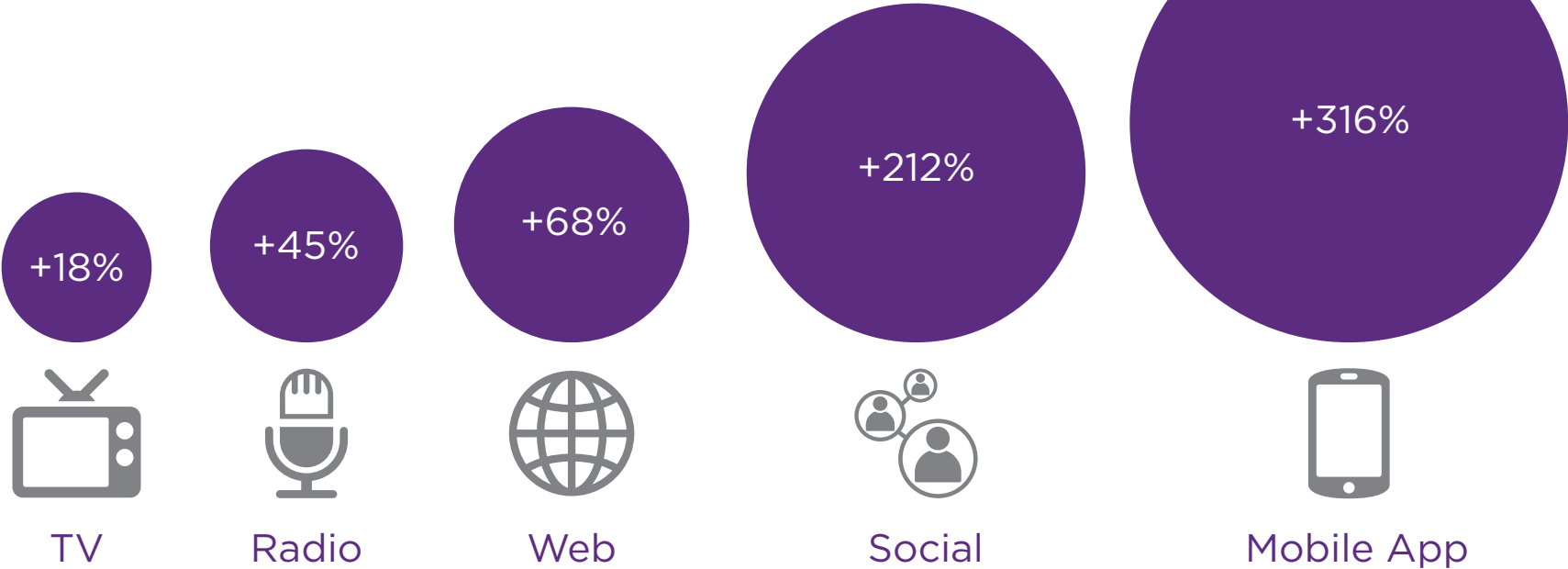
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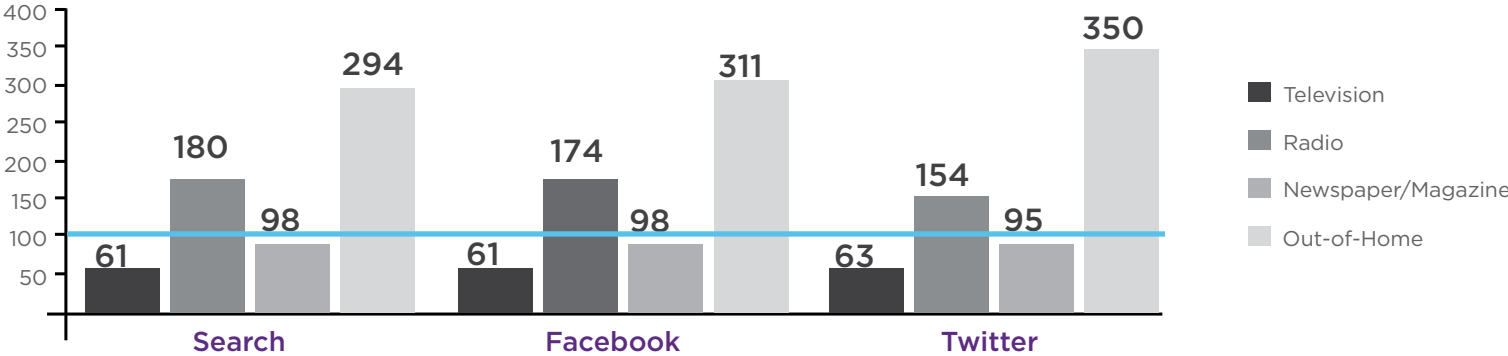
# Increase Your Reach!

According to a 2012 survey conducted by Touchpoints USA, when OOH is added to a media plan, it can increase reach by 18% for TV and up to 45% for Radio.



Source: Touchpoints USA Billboard Study, 2012

Out-of-home media delivers more online activity per advertising dollar spent compared to other offline media.



Source: Arbitron OOH Industry Report, 2013

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# Top 50 Market Coverage

New York

Market	CBSA Population Age 18 +	Bulletins/ Walls	Posters/ Jr. Posters	Commuter Rail/ Subway	Buses	Street Furniture	Wrapped Media	Lifestyle Centers
New York, NY /	15,542,241	● ● ●		● ●	●	● ● ●	●	
North Jersey & Central Jersey		● ● ●	● ●			●		
Los Angeles-Long Beach, CA	10,097,604	● ● ●	● ●	●	●	● ●	●	●
Chicago, IL-IN-WI	7,240,935	● ● ●	● ●			●		
Dallas-Ft. Worth-Arlington, TX	5,021,427	● ● ●				●		
Philadelphia, PA-NJ-DE-MD /	4,685,125	● ● ●	●			●		
South Jersey		●	●					
Miami-Ft. Lauderdale, FL	4,630,257	● ● ●		● ●	● ●	● ● ●	● ●	
Houston-The Woodlands, TX	4,618,841	● ●						
Washington, DC-VA-MD-WV	4,586,521	● ●		●	● ●	●	● ●	
Atlanta, GA	4,151,743	● ●	● ●	● ●	●	●	●	
Boston-Cambridge-Newton, MA-NH	3,719,611	● ●			●	●	●	
San Francisco /	3,581,937	● ● ●	●	●	●	●	●	
Oakland /		● ●	●	●		●		
San Jose, CA		● ●	●			●		
Detroit-Warren-Dearborn, MI	3,304,083	● ●	●		●		●	
Phoenix-Mesa-Scottsdale, AZ	3,291,338	● ●	● ●	●		●	●	
Riverside, CA	3,198,983	●	●					
Seattle-Tacoma-Bellevue, WA	2,801,694	●						
Minneapolis - St. Paul, MN	2,619,027	● ● ●	●			● ●	● ●	
San Diego-Carlsbad, CA	2,482,234	●	●					
Tampa-St. Petersburg (Sarasota), FL	2,295,936	● ●	●					
Baltimore-Columbia-Towson, MD	2,160,112	●						
St. Louis, MO-IL	2,154,121	● ●	● ●					
Denver-Aurora-Lakewood, CO	2,048,026	● ●	●			●		
Pittsburgh, PA	1,903,671	●						
Portland-Vancouver, OR-WA	1,787,126	●						

● indicates OUTFRONT media available ● indicates new VW media available ● indicates digital media available

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# Top 50 Market Coverage

Market	CBSA Population Age 18 +	Bulletins/Walls	Posters/Jr. Posters	Commuter Rai/Subway	Buses	Street Furniture	Wrapped Media	Lifestyle Centers
Orlando-Kissimmee-Sanford, FL	1,761,904	● ●	●					
Charlotte-Concord, NC-SC	1,755,360	●						
San Antonio-New Braunfels, TX	1,693,865	●						
Sacramento-Roseville, CA	1,692,858	● ●	● ●					
Cincinnati, OH-KY-IN	1,618,382	●						
Cleveland-Elyria, OH	1,600,000	●						
Kansas City, MO-KS	1,542,644	● ●	●					
Las Vegas-Henderson-Paradise, NV	1,534,839	● ● ● ●	●		●		●	
Columbus, OH	1,493,736	● ●	●					
San Jose-Sunnyvale, CA	1,471,292	● ●	●					
Indianapolis-Carmel-Anderson, IN	1,458,887	● ●						
Austin-Round Rock, TX	1,432,156							
Nashville-Davidson, TN	1,342,734	● ●						
Virginia Beach, VA-NC	1,326,944	●						
Providence-Warwick, RI-MA	1,269,798	●						
Milwaukee-Waukesha, WI	1,196,260	●						
Jacksonville, FL	1,074,558	● ●						
Memphis, TN-MS-AR	1,005,686	● ●						
Oklahoma City, OK	994,106							
Louisville, KY-IN	968,041	● ●	●			●		
Richmond, VA	965,375	●						
New Orleans-Metairie, LA	960,471	● ●	● ●					
Hartford-West Hartford, CT	957,210	● ●	● ●					
Raleigh, NC	908,951	●						
Buffalo-Cheektowaga, NY	899,003							
Birmingham-Hoover, AL	873,778							
Rochester, NY	849,624	●						

● indicates OUTFRONT media available ● indicates new VW media available ● indicates digital media available

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New York is the most ethnically diverse, economically prosperous and culturally saturated city in the United States. OUTFRONT Media's diverse menu of billboards, urban panels, bus, commuter rail and subway media provide an advertiser with inexhaustible ways to target consumers.

Impacting the total population, OUTFRONT Media's media catches the eye of the consumer—from the Bronx Zoo to the Brooklyn Botanical Gardens, and the hundreds of neighborhoods in between. In addition to the millions of people that make up the five boroughs, your message will impact the 35 million annual visitors and daily business commuters from the surrounding suburbs. OUTFRONT Media's media impacts this highly populated market and leaves lasting impressions.

## Market Demographics:

Population (18+):	16,553,459		
HHI \$100K+:	31.75%		
College Educated (4+ yrs):	36.10%		
White Collar Occupation:	64.49%		
Blue Collar Occupation:	16.08%		
Race & Ethnicity:	White: 49.01%	Asian: 9.75%	
	AA/B: 15.28%	Other: 2.5%	
	Hispanic: 23.47%		

Source: Census Data 2014

## Market In Motion:

Drove alone to any place (wk):	71.5%
Traveled 200+ miles (wk):	22.5%
Spent 30+ minutes traveling to work one way:	25.8%
Walked 3+ miles town/city (wk):	28.0%
Took the bus to any placae (wk):	29.6%
Took the subway to any place (wk):	24.9%

Source: Scarborough Research 2013, New York CBSA, Release 1-12 month study



## Available Products:

### Outdoor Media

- Bulletins, Tall Walls, Digital Bulletins

### Bus Media

- Super King Size Bus
- Ultra Super Kings
- Kong Size Bus
- King Size Bus
- Queen Size Bus
- Taillight Display
- Fullback Bus Display
- L-Sides
- Headlight Displays
- Headliners
- Window Extensions
- Bus Interior Car Cards
- Brand Buses

### Subway Media

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters
- Shelter Sized Dioramas
- Turnstiles
- Escalator Squares
- Interior Car Cards
- Brand Trains
- Clocks
- On The Go Digital Kiosks
- Interior/Exterior Wraps
- Station Dominations

### Comm Rail Media

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters
- Interior Car Cards
- Brand Trains
- Timetables
- LIRR Stripes
- Wrapped Trains
- Station Dominations
- GC Digital Network
- Penn/LIRR Digital Network
- Metro North Digital Kiosks

### Street Furniture Media

- Urban Panels
- Digital Urban Panels
- Metro Lights

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### Major Points of Interest:

Times Square	Ground Zero
Broadway Theatres	Empire State Building
Alvin Ailey	Chrysler Building
Carnegie Hall	Statue of Liberty
NYC Opera	Brooklyn Bridge
NYC Ballet	Chinatown
Metropolitan Museum of Art	Greenwich Village
Museum of Modern Art	St. Patrick's Cathedral
Museum of Natural History	Ellis Island
Guggenheim	Morgan Library & Museum
Central Park	Chelsea Market
Botanical Gardens	South Street Seaport
Bronx Zoo	Wall Street
Cloisters	Coney Island
Rockefeller Center	Lincoln Center
Radio City Music Hall	

### Local Events:

New York City Marathon  
Macy's Thanksgiving Day Parade  
Rockefeller Center Tree Lighting  
New Year's Eve Times Square Ball Drop  
Mercedes Benz Fashion Week  
International Auto Show  
Big Apple Barbecue Block Party  
Macy's Fourth of July Fireworks Spectacular  
U.S. Open Tennis Championship  
New York Film Festival

### Major Headquarters

AIG	McGraw-Hill
AmEx	Morgan Stanley
Bloomberg	NBC Universal
CBS	Philip Morris
Citigroup	JPMorgan Chase
ConEd	Met Life
Deloitte	Merrill Lynch
HSBC	NY Life
IBM	Sony
Macys	Pfizer
Time Warner	Verizon

### Professional Sports Teams:

New York Yankees - MLB  
New York Mets - MLB  
New York Giants - NFL  
New York Jets - NFL  
New York Knicks - NBA  
Brooklyn Nets - NBA  
New York Rangers - NHL  
New York Islanders - NHL

### Colleges/Universities:

New York University	CUNY
Columbia University	SUNY
Pace University	Hunter College
Fordham University	John Jay College of Criminal Justice
Fashion Institute of Technology	St. John's University
Parsons, the New School	Berkeley College
Baruch College	School of Visual Arts
Julliard	

### Shopping Centers/Nightlife:

Fifth Avenue  
Herald Square  
Garment District  
SoHo  
Meatpacking District  
Times Square  
West/East Village  
Lower East Side  
Chinatown  
Williamsburg  
Manhattan Mall  
Columbus Circle

### Convention Centers:

Jacob Javits Center  
Madison Square Garden  
Metropolitan Pavilion



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## Creative. Attention Grabbing.

### What advertising opportunities are on Bus media?

Bus Ads are interwoven into the fabric of New York City — appearing on the streets and avenues of business & shopping districts, neighborhoods and intra-borough roads.

### How can Bus media connect with consumers?

From the Northern Bronx to the tip of Manhattan, from Brooklyn through Long Island, bus routes are demand responsive and follow population flows. Buses go where the people go!

### Why is Bus media valuable to advertisers?

Pedestrians, motorists and passengers are impacted by the big exterior ads that are highly visible at eye-level, in close proximity to consumers. Interior bus ads benefit from ride times that afford time to read and absorb copy.

### Product Information:

- King Size Bus Posters
- 30 x 215 Bus Posters
- Kong Size Bus Posters
- Ultra Super King Bus Posters (Nassau County)
- Super King Size Bus Posters
- Queen Size Bus Posters
- L-Sides
- Headliners
- Window Extensions
- Taillight Displays
- Headlight Displays
- Fullback Bus Displays
- Brand Buses Half Interior
- Interior Car Cards

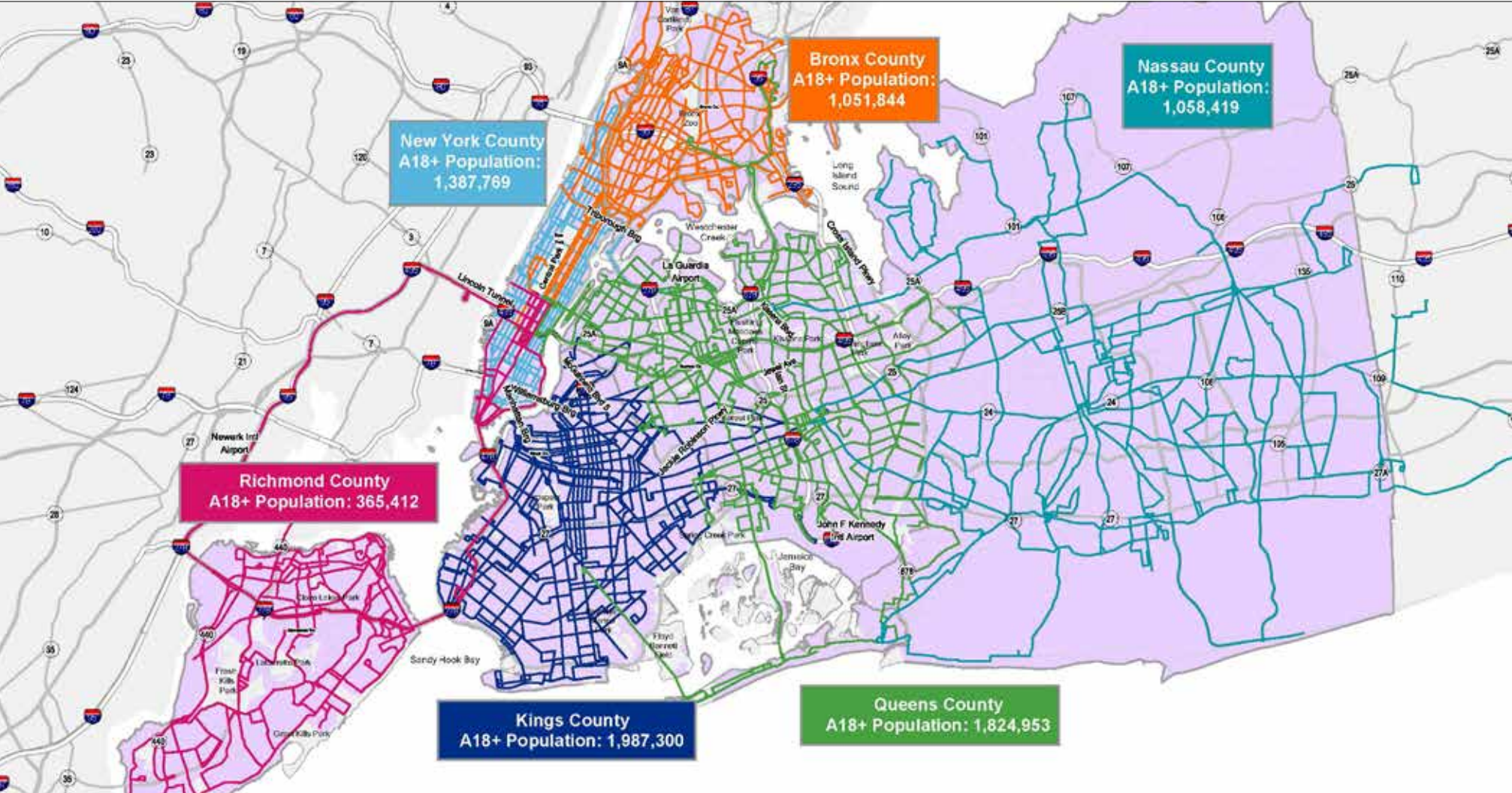
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## Coverage



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## Large Format. Visible.

### What advertising opportunities are on Bus Kongs?

Bus routes pass through shopping, financial and commercial districts, allowing for point-of-purchase campaigns. Kongs are the perfect medium to promote special events, promotional tie-ins or launch a new brand.

### How can Bus Kongs connect with consumers?

These eye-catching ads attract consumers with high-quality artwork that cover more than 18 feet of exterior space of the bus from wheel to wheel, allowing your message to make a lasting impression.

### Why are Bus Kongs valuable to advertisers?

These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout vibrant NYC!

### Product Information:

Various Sizes  
Add a Headliner or Window Extension

### Coverage:

See bus coverage map

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## Colorful. Extend Your Message.

### What advertising opportunities are on 30 x 215 bus displays?

This brand new format is 50% bigger than the current king size bus poster, allowing a tremendous amount of added space primed for dynamic creative messaging. Stand alone presence on saturated city streets allows your message to resonate day after day.

### How can 30 x 215 bus displays connect with consumers?

Take striking imagery to the next level with diverse creative options. Vibrant and colorful additions to the 30 x 215 include Headliners extending across the top of the bus, L-Sides that vertically extended your message, and L-Sides with Headliners that go beyond out of home borders.

### Why are 30 x 215 bus displays valuable to advertisers?

Get the conversation started on the streets with this oversized rolling display, while generating multiple impressions from pedestrian & vehicular traffic. Hard to miss presence increases brand recognition and awareness amongst the always active, mobile population.

### Product Information:

30"H x 215"W

Add a headliner and/or L-Side for more impact!

### Coverage:

See bus coverage map

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## Bold. Direct. Vibrant.

### What advertising opportunities are on Bus Kings?

Impact New York's most densely populated and diverse areas with Bus Kings, the ultimate mass reach media. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

### How can Bus Kings connect with consumers?

Be king of the road! These vibrant, colorful and eye-level ads are impossible to miss and leave a lasting impression on pedestrians, motorists and passengers. The creative possibilities are endless with extensions and window coverage.

### Why are Bus Kings valuable to advertisers?

Bus Kings offer unique penetration into the heaviest business, entertainment and residential clusters where traditional Bulletins are not available, establishing major impact on "hard-to-reach" consumers.

### Product Information:

30"H x 144"W

### Coverage:

See bus coverage map

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## Excitement. Undeniable.

### What advertising opportunities are on Super Kings?

Bus routes pass through shopping, financial and commercial districts, allowing for point-of-purchase campaigns. Super Kings are the perfect medium to promote special events, promotional tie-ins and launching a new brand.

### How can Super Kings connect with consumers?

Attract consumers with high-quality creative that covers 20 feet of exterior space of the bus from wheel to wheel, allowing your message to make a lasting impression.

### Why are Super Kings valuable to advertisers?

These "rolling billboards" offer unique penetration into the heaviest business, entertainment and residential clusters where traditional Bulletins are not available, establishing major impact on "hard-to-reach" consumers.

### Product Information:

30"H x 240"W

### Coverage:

Manhattan  
See bus coverage map

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## Excitement. Drama. Wow Factor.

### What advertising opportunities are on Ultra Super Kings?

Also known as “rolling billboards,” these unique displays attract your target audience with high-quality creative at eye-level. Bring your ad campaign to the masses with daily exposures in a stand-alone environment.

### How can Ultra Super Kings connect with consumers?

These vibrant and colorful additions to your Ultra King ads extend your message beyond the borders of traditional media. Enhance your imagery and recognition on the bustling streets of NYC.

### Why are Ultra Super Kings valuable to advertisers?

Extending up from the Ultra King, Ultra Super Kings make a major impact on vehicular and pedestrian traffic. Be on the streets and create multiple impressions and excitement around NYC!

### Product Information:

102”H x 222”W

### Coverage:

Nassau County & Manhattan  
See bus coverage map

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## Impactful. Noticeable.

### What advertising opportunities are on Bus Queens?

The numerous bus routes throughout the city offer endless possibilities. Targeted messaging on Bus Queens deliver your message deep into the market.

### How can Bus Queens connect with consumers?

Attract consumers with stunning creative that covers 7 feet of exterior space on the bus' side.

### Why are Bus Queens valuable to advertisers?

Strategic placement of your ad on NYC buses gives your message unique mobility. Queens let your message resonate as they reach diverse demographic clusters all over the city.

### Product Information:

30"H x 88"W

### Coverage:

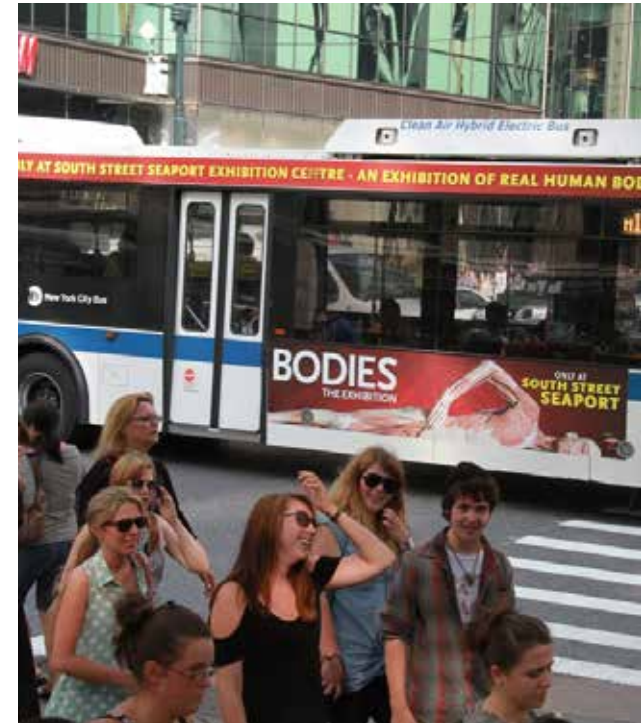
Manhattan & Bronx  
See bus coverage map

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## Direct. Top of Mind.

### What advertising opportunities come with Headliners?

Reinforce your message in Manhattan's most densely populated areas with Bus Headliners. Bring your ad campaign to the masses with daily exposures in a stand-alone environment.

### How can Headliners connect with consumers?

These vibrant and colorful additions to your Bus King & Super King ads extend your message beyond the borders of traditional media. Add a highly visible call to action, website, text code or phone number to ad.

### Why are Headliners valuable to advertisers?

Extending across the top of the entire bus, Headliners impact your audience and reach them no matter which direction they are going. Be on the streets and make multiple impressions directly in the heart of NYC.

### Product Information:

Available on various bus formats

### Coverage:

See bus coverage map

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## Amplify. Dominate. Reach.

### What advertising opportunities come with Window Extensions?

Reinforce your message in New York's most densely populated areas with Window Extensions. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

### How can Window Extensions connect with consumers?

These vibrant and colorful additions to your campaign extends your message beyond the borders of traditional media. Enhance your imagery and recognition on the busiest streets in the country.

### Why are Window Extensions valuable to advertisers?

Extending up from various bus formats, Window Extensions make a major impact on your audience regardless of which direction consumers are going. Be on the streets and make multiple impressions directly in the heart of New York!

### Product Information:

Available on various bus formats

### Coverage:

See bus coverage map

### New York

405 Lexington Avenue  
New York, NY 10174  
(212) 297-6400 / [OUTFRONTmedia.com](http://OUTFRONTmedia.com)

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## Unique. Captivate. Impress.

### What advertising opportunities are on L-Sides?

More creative space allows you more ways to declare your presence. Vertical extension of our powerful Bus Kings to L-Sides creates a giant canvas for eye-catching visuals.

### How can L-Sides connect with consumers?

L-Sides have standout visibility that demand attention throughout the NYC streets. They ensure maximum exposures at a low CPM, giving you the best bang for your buck.

### Why are L-Sides valuable to advertisers?

NYC buses give movement and life to a static campaign. En route through high traffic areas throughout the city, L-Sides reach out to multiple neighborhoods and demographic groups, making sure your brand truly resonates.

### Product Information:

Upper Panel 56"W x 52.875"H  
Lower Panel 30"W x 144"H

### Coverage:

New York City (excludes Nassau County)  
See bus coverage map

### New York

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## Massive. Exciting. Impactful.

### What advertising opportunities are on 30 X 215 with L-Sides?

Emphasize your brand's message on this massive canvas. Vertical extension of the L-Side combined with our powerful 30 x 215 creates a supersized format that's impossible to miss.

### How can 30 X 215 with L-Sides connect with consumers?

30 x 215 with L-Sides provide unparalleled exposure throughout the busy streets of NYC. By expanding the creative space beyond the normal 30 x 215, you can ensure maximum campaign visibility and cost efficiency.

### Why are 30 X 215 with L-Sides valuable to advertisers?

Amplify your brand with this impactful media format. As 30 x 215 with L-Sides travel throughout the city, they make a bold impression on a variety of neighborhoods.

### Product Information:

Upper Panel 56"W x 52.875"H  
Lower Panel 30"H x 215"W

### Coverage:

New York City (excludes Nassau County)  
See bus coverage map

### New York

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## Front & Center. Impactful.

### What advertising opportunities are on Headlight Displays?

Regardless of the neighborhood, buses follow the crowds! Strategic placement of your message on buses helps your brand achieve an inevitable presence in your audience's everyday lives!

### How can Headlight Displays connect with consumers?

Headlights offer low CPM's and allow advertisers to cost efficiently bring their ad campaign to the masses with daily exposures.

### Why are Headlight Displays valuable to advertisers?

Static media forms pin-point a target around a specific area. Giving your ad mobility to move around helps your message break free from a single area and expands the horizon of opportunity.

### Product Information:

19.25"H x 44"W

### Coverage:

See bus coverage map

## New York

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Last Rev. 02/23/15





## Eye-Level. Value. Reach.

### What advertising opportunities are on Taillight Displays?

Continuous visibility to drivers and passengers behind buses generate lasting impressions! Dominate the city with frequent exposure and high reach and frequency. As they're in their cars or crossing the street, consumers cannot escape this ubiquitous media form.

### How can Taillight Displays connect with consumers?

Taillights give you more bang for your buck by cost efficiently delivering your message in a stand-alone environment. Buses go where the people go!

### Why are Taillight Displays valuable to advertisers?

Buses travel all throughout the city to reach your target and more. The unique mobility of these media forms penetrate the market in places static media can't reach.

### Product Information:

18"H X 68.5"W (NEW)  
17.5"H X 50"W

### Coverage:

See bus coverage map

### New York

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## Make Impressions. Stand Out.

### What advertising opportunities are on Fullbacks?

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

### How can Fullbacks connect with consumers?

Make a splash in NYC, and create a buzz with Fullback displays. Consumers cannot miss these eye-catching advertisements as they cover the entire back of the bus. These displays are larger than life just like NYC's culture and style.

### Why are Fullbacks valuable to advertisers?

Fullbacks pass through shopping, financial and commercial districts, creating tons of point-of-purchase opportunities. Fullback displays are the perfect medium to promote special events, promotional tie-ins and launch new brands with its long read times and targetable routes.

### Product Information:

8'H x 8'W

### Coverage:

See bus coverage map

### New York

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## Awareness. Branding. Impactful.

### What advertising opportunities are on Interior Car Cards?

Motivate usage and create awareness by saturating the environment and captivating the bus audience with this eye-catching format.

### How can Interior Car Cards connect with consumers?

Your message resonates with bus riders two times a day and more than 20 times a month with the use of vibrant and detailed Bus Car Cards. The inclusion of social media elements on the creative allows passengers to interact with your brand throughout their journey.

### Why are Interior Car Cards valuable to advertisers?

Interior bus ads benefit from ride times that afford time to read and absorb copy. Capture the attention of a completely captive audience with vibrant, attention-grabbing messages and "take one" couponing options.

### Product Information:

11"H x 28"W  
11"H x 46"W

### Coverage:

See bus coverage map

Last Rev. 02/23/15

### New York

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## Saturate. Resonate. Dwell.

### What advertising opportunities are on Brand Buses?

A unique opportunity to own the entire interior space of a bus. Brand vehicles provide advertisers with extensive creative opportunities.

### How can Brand Buses connect with consumers?

Storyboards, multi-products, multi-messages are just a few of the many creative possibilities. Owning every position means that the entire riding population in each vehicle will take notice.

### Why are Brand Buses valuable to advertisers?

Long ride times allow your message to resonate with riders. Capture the attention of a completely captive audience with vibrant, attention-grabbing messages.

### Product Information:

11"H x 28"W  
11"H x 46"W

### Coverage:

See bus coverage map

### New York

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## Unique. Head On. Enthrall.

### What advertising opportunities are on Commuter Rail media?

Commuter rail advertising provides a unique opportunity for marketers to spend time with a very affluent demographic of upscale suburbanites commuting into New York business districts. Twice a day, 22 'work days' a month, commuters spend approximately 10 plus hours riding, waiting & walking through stations while absorbing ads.

### How can Commuter Rail media connect with consumers?

In an environment where connections are made, Commuter Rail advertising provides high frequency against a desirable audience. Additional time spent on Commuter Rail during the weekend, and mid-week by suburban leisure seekers and theater goers only adds more value to your campaign.

### Why is Commuter Rail media valuable to advertisers?

Commuter Rail is a popular, reliable & convenient option for affluent suburbanites traveling into NYC, in addition to commuters traveling in reverse to the suburbs, where many major corporations hold office.

### Product Information:

- |                                |                           |
|--------------------------------|---------------------------|
| 1-Sheet Posters                | Wrapped Trains            |
| 2-Sheet Posters                | LIRR Stripes              |
| 3-Sheet Posters (Vertical)     | Station Dominations       |
| Interior Car Cards 33"H x 21"W | GC Digital Network        |
| Brand Trains - Full Cars       | Penn/LIRR Digital Network |
| Platform Kiosks                | Digital Platforms         |
| Dioramas                       |                           |

### Coverage:

- Metro-North: Westchester & CT
- LIRR: Long Island

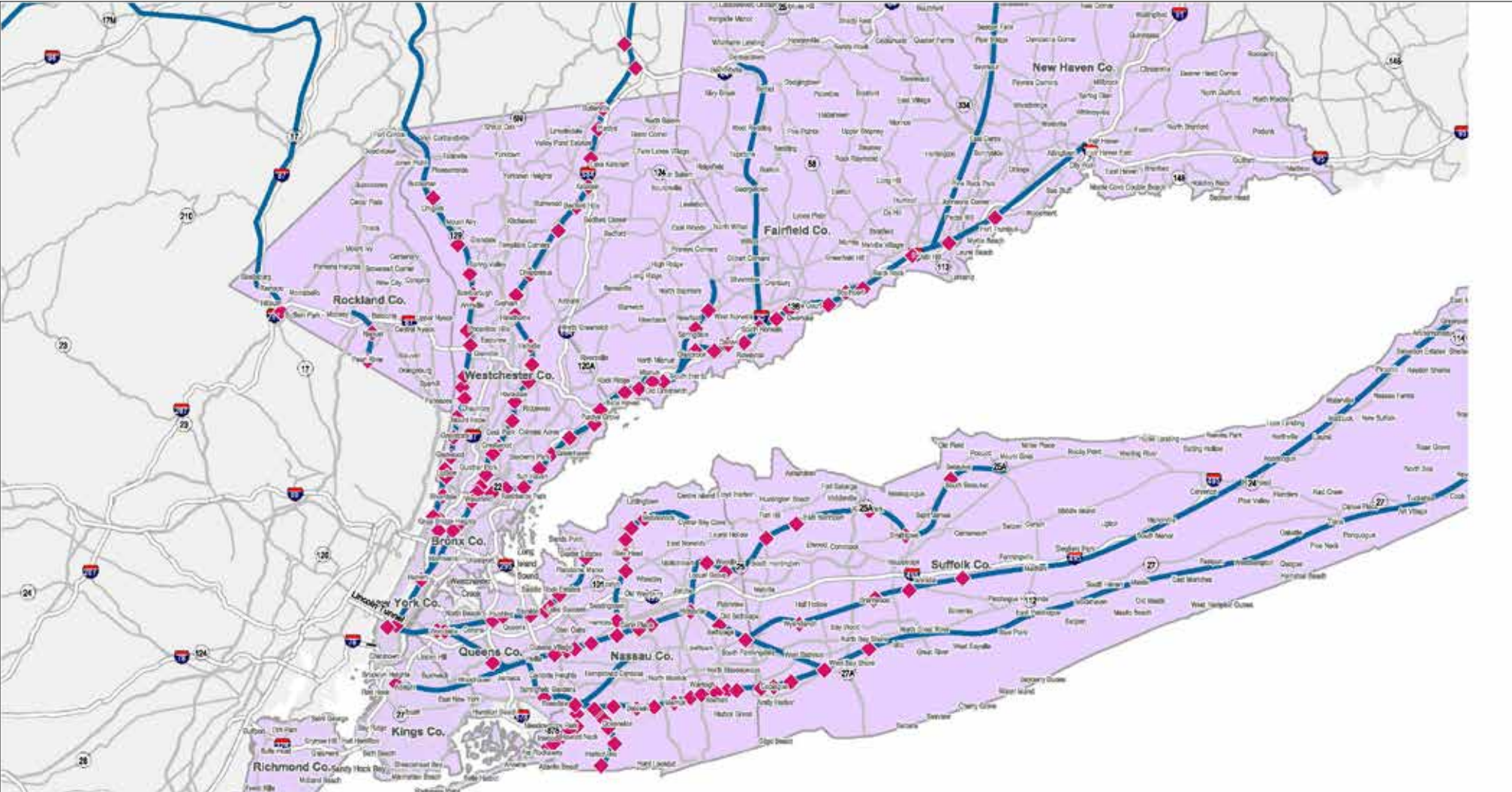
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### New York

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## Coverage



Last Rev. 02/23/15



## Powerful. Captivate. Reach.

### What advertising opportunities are on Long Island Rail Road media?

Long Island Railroad commuter rail advertising gives advertisers unique access to an upscale commuter audience. Commuters from outside the city in all parts of the wealthy suburbs of Long Island use the LIRR to get to and from NY business districts.

### How can Long Island Rail Road media connect with consumers?

By utilizing a variety of different Interior and Platform media, advertisers can spend time with this affluent demographic twice a day, 22 'work days' a month while commuters are on the train, waiting for the train and walking through stations.

### Why is Long Island Rail Road media valuable to advertisers?

Interior Car Cards are bold media formats that are directly in sight of commuters throughout their entire trip — additional viewing time means commuters can 'take in' and identify with your brand, while hard-to-miss Platform Media puts your message front & center in highly trafficked boarding & waiting areas.

### Product Information:

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters (Vertical)
- Interior Car Cards
- Brand Trains, Full Car
- Timetables
- Platform Bulletins
- Exterior Train Stripes
- Wrapped Trains
- Penn/LIRR Digital Network
- Dioramas

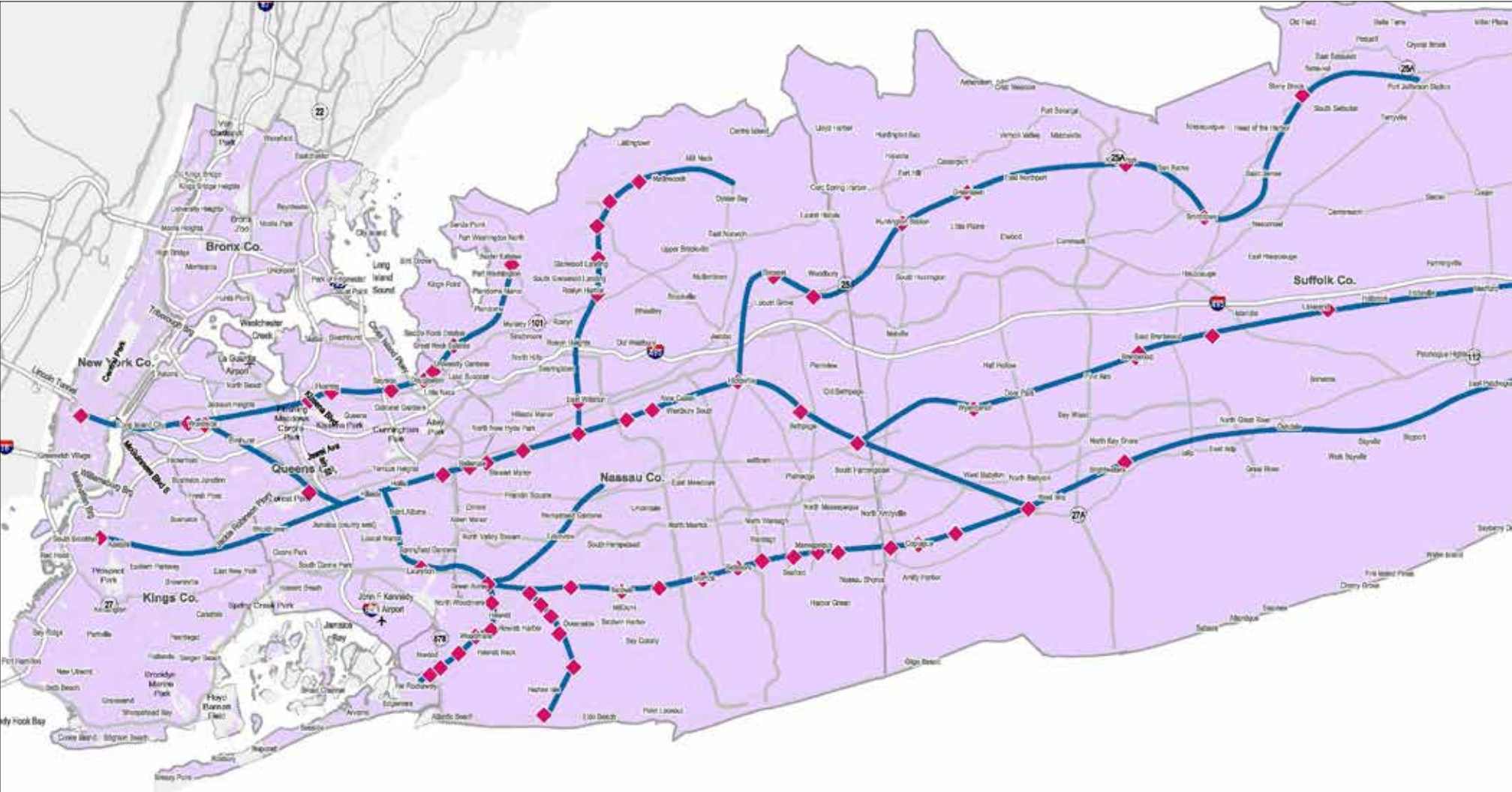
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## Coverage



Last Rev. 02/23/15



## Targeted. Surround. Connect.

### What advertising opportunities are on Metro-North media?

Metro-North commuter rail media displays your message out to an affluent demographic of commuters traveling from Westchester and Connecticut suburbs to the NY business districts. Longer dwell times in between train arrivals & departures allow you to reach this upscale audience.

### How can Metro-North media connect with consumers?

In today's ever changing marketplace, media self selection has made consumers even harder to reach. Metro-North Rail advertising is always on and provides high frequency against this desirable audience. By utilizing a variety of different Interior and Platform media, advertisers can spend time with this affluent demographic twice a day, 22 'work days' a month.

### Why is Metro-North media valuable to advertisers?

Surround your target with prominently displayed media along commuter walkways. Platform Posters are in direct view of busy boarding and waiting areas, while Car Cards keep your message present for the duration of a long commute.

### Product Information:

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters (Vertical)
- Interior Car Cards
- Brand Trains, Full Cars
- Timetables
- Platform Bulletins
- Platform Kiosks
- Wrapped Trains
- GC Digital Network
- Digital Platforms

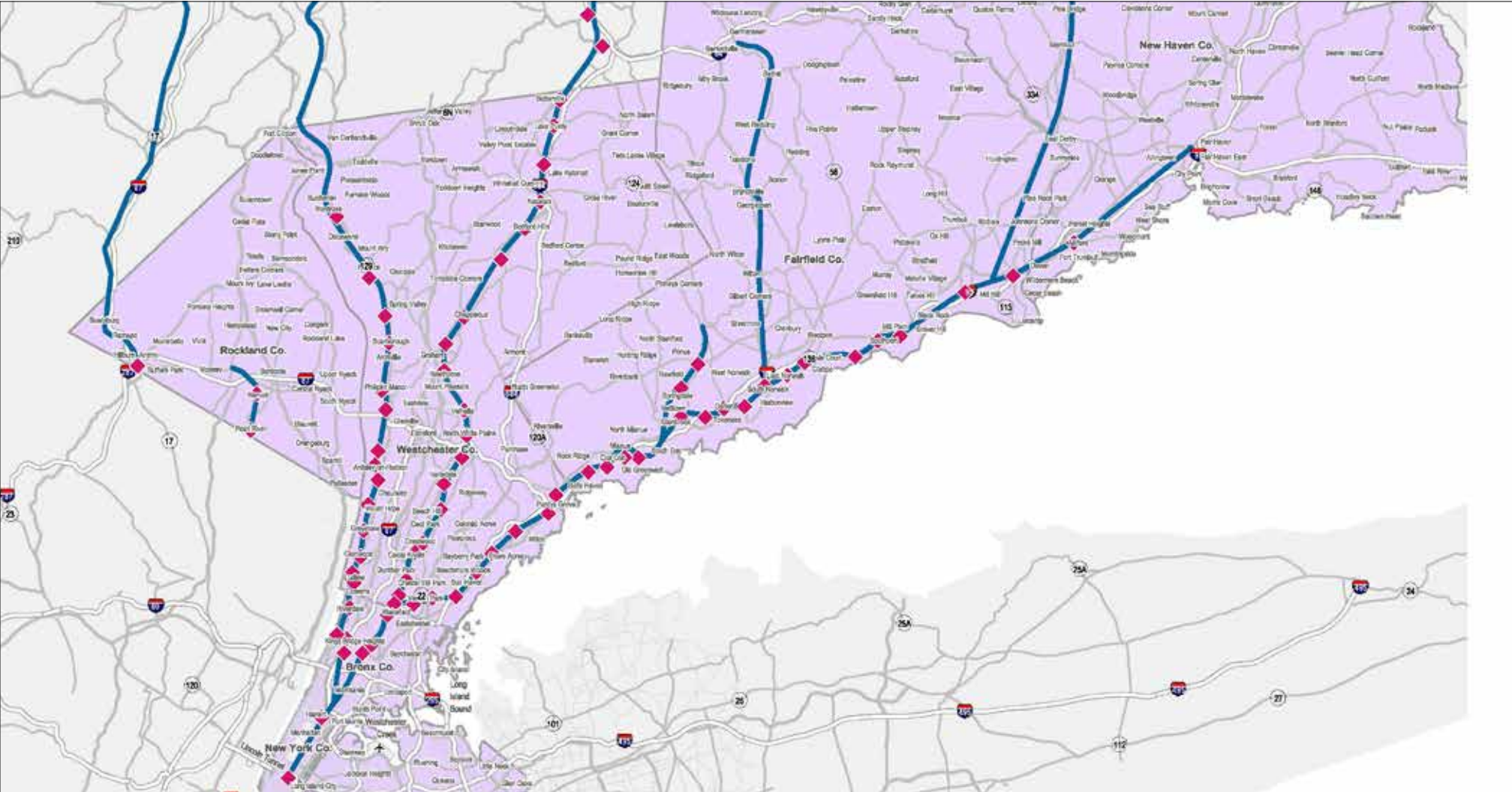
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### New York

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## Coverage



Last Rev. 02/23/15



## Eye-Level. In Front. Resonate.

### What advertising opportunities are on Platform Kiosks?

Your message resonates with commuter rail riders 2 times a day and over 20 times a month with the use of vibrant and eye-catching Platform Kiosks.

### How can Platform Kiosks connect with consumers?

These highly visible Platform Kiosks keep your message front & center in highly trafficked boarding & waiting areas. Platform Kiosks demand attention in an otherwise hectic commuter environment.

### Why are Platform Kiosks valuable to advertisers?

Situated on recycling bins, Platform Kiosks target key demographics — educated and affluent audiences — traveling from the Westchester and Connecticut suburbs into NY business districts.

### Product Information:

26”H x 53”W

### Coverage:

Metro-North: Westchester & CT

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## Vibrant. Noticeable. Recognition.

### What advertising opportunities are on Platform Posters?

Situated on the commuter rail platforms and walkways, vibrant and detailed Platform Posters target key demographics — educated and affluent audiences.

### How can Platform Posters connect with consumers?

Break riders away from their surroundings in the hectic commuter environment. Striking Posters stand prominently alongside the boarding platform to ensure that your message is seen.

### Why are Platform Posters valuable to advertisers?

Forge new relationships with the millions of commuter rail riders on the LIRR and Metro North through thousands of rail Platform Posters. Send multiple messages to commuters at all their stopping points!

### Product Information:

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters

### Coverage:

Metro-North: Westchester & CT  
LIRR

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### New York

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## Showstopper. Memorable.

### What advertising opportunities are on Wrapped Trains?

Wrapped Trains are 'rolling canvases' that present advertisers with a multitude of 'out of the box' creative opportunities to reach suburban executive commuters. This larger-than-life format has the ultimate stopping power and ability to create a buzz in the marketplace.

### How can Wrapped Trains connect with consumers?

Wrapped Trains provide a very prominent presence that yields a lasting impression to the daily commuter. As the train pulls into the station, eager commuters standing along the platform or entering/exiting trains won't be able to miss the large scale imagery that rolls by.

### Why are Wrapped Trains valuable to advertisers?

The LIRR and Metro North lines serve many upscale commuters that are travelling from Long Island, Westchester and Connecticut suburbs to New York business districts. Commuters ride the train 2x a day which is about 20 times a month, ensuring that your ad is clearly seen by upscale riders.

### Product Information:

Exterior Full Wrap

### Coverage:

Metro-North: Westchester & CT  
LIRR

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### New York

405 Lexington Avenue  
New York, NY 10174  
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## Unique. Exclusivity. Exposure.

### What advertising opportunities are on Receptacles?

Grand Central Terminal is a major commuting hub for passengers being delivered to/from the seven counties in New York. Place your messages in front of highly affluent riders by dominating this transportation hub.

### How can Receptacles connect with consumers?

As upscale commuters pass through this central location, Receptacles are a unique way to increase brand exposure to a targeted audience. The lack of other opportunities and the sheer number of displays provide a solid opportunity to hit NYC's busiest terminal!

### Why are Receptacles valuable to advertisers?

Grand Central Terminal also houses over 45 retail locations, 20 restaurants and hosts numerous events each year ensuring your ad has high impact and frequency.

### Product Information:

Located only in Grand Central Terminal

### Coverage:

25 in the Main Concourse  
6 in the Food Court

### New York

405 Lexington Avenue  
New York, NY 10174  
(212) 297-6400 / OUTFRONTmedia.com

Last Rev. 02/23/15





## Visible. Extend your Message.

### What advertising opportunities are on LIRR Stripes?

The LIRR reaches a number of commuters traveling from the suburbs of NYC. Continuous exposure, 2 times a day about 20 times a month, ensures that your brand resonates among these affluent riders.

### How can LIRR Stripes connect with consumers?

Put your brand in the spotlight! Placed directly across the side of cars, LIRR Stripes are all that your audience sees as the train rolls into the station.

### Why are LIRR Stripes valuable to advertisers?

Send multiple messages to commuters at all stopping points on the LIRR, giving advertisers high frequency against this desirable audience.

### Product Information:

25 Married Pairs  
(50 Cars)

### Coverage:

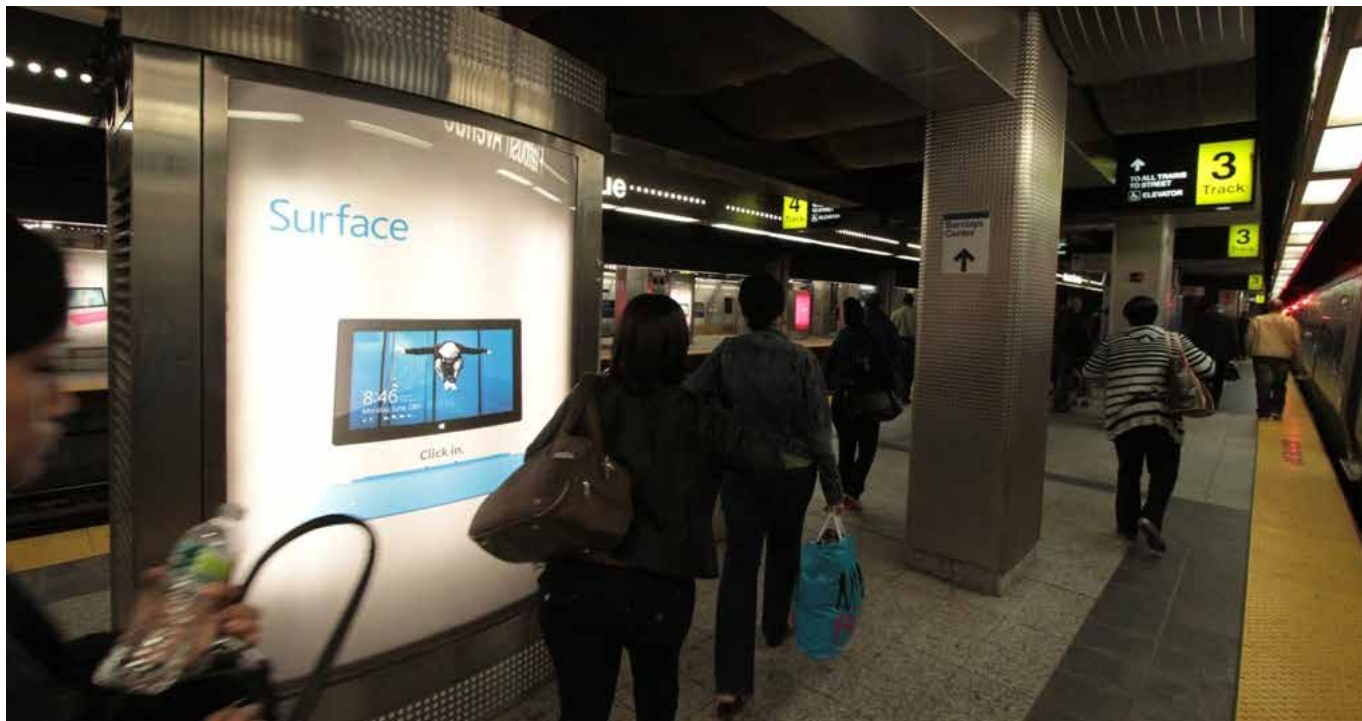
LIRR

Last Rev. 02/23/15

### New York

405 Lexington Avenue  
New York, NY 10174  
(212) 297-6400 / OUTFRONTmedia.com





## Bold. Captivate. Diversify.

### What advertising opportunities are on the Diorama Saturation?

Atlantic Avenue Station in Brooklyn is a major commuting hub for passengers of varying demographics. The Dioramas in this station give advertisers a chance to reach a diverse demographic from upscale to “hip and trendy” to ethnic.

### How can the Diorama Saturation connect with consumers?

Backlit Dioramas draw attention with their impactful size and vivid display. Dioramas are ideal for increasing brand recognition with high impact and frequency.

### Why is the Diorama Saturation valuable to advertisers?

These vibrant and colorful ads are impossible to miss and leave a lasting impression on commuters. Command the attention of riders with these backlit Dioramas.

### Product Information:

68.5”H x 47.5”W  
64 units

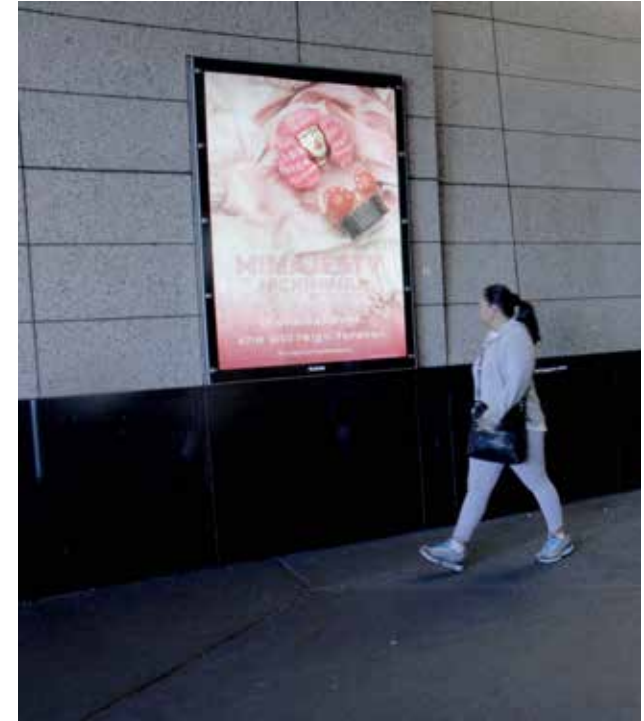
### Coverage:

Atlantic Ave (LIRR)

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### New York

405 Lexington Avenue  
New York, NY 10174  
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## Noticeable. Awareness.

### What advertising opportunities are on the Jamaica LIRR Dioramas?

Jamaica Station, located in Queens, NY, is the largest transit hub on the Long Island Rail Road and one of the busiest railroad stations in the country with over 200,000 daily passengers. The dioramas at this station reach several different demographics, traveling between the suburbs and various parts of the city.

### How can the Jamaica LIRR Dioramas connect with consumers?

Dioramas draw attention with their impactful size and vivid display, forcing even the most hurried commuter to take a look. They are ideal for increasing brand recognition with high impact and frequency.

### Why are the Jamaica LIRR Dioramas valuable to advertisers?

At this station where over 1,000 trains pass through each day, these vibrant and colorful ads are impossible to miss and leave a lasting impression on commuters. Command the attention of riders with these Dioramas.

### Product Information:

68.5"H x 47.5"W  
5 units

### Coverage:

Jamaica Station (LIRR)

### New York

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Last Rev. 02/23/15





## Make Your Mark. Prominent.

### What advertising opportunities are on the GC Digital Network?

Grand Central Terminal is a major historic landmark located in the center of Manhattan. Place your message front and center in one of the most magnificent architectural sites and transportation mecca of NYC. It is the destination for Westchester and Connecticut Metro North riders, upscale restaurants, high-end boutiques and home to the new Apple store.

### How can the GC Digital Network connect with consumers?

Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over 750,000 people pass through the main rotunda daily!<sup>1</sup> It is the #6 World’s Most-Visited Tourist Attractions according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! This digital network draws attention with its impactful size and vivid display.

### Why is the GC Digital Network valuable to advertisers?

These 4 (6’8-3/4”W x 5’5-3/4”H ) synchronized, rotating high definition digital displays are impossible to miss. In this uncluttered environment, they leave a lasting impression sure to command the attention of commuters and tourists from around the world!

### Product Information:

:15 Spot Length, 8 Spots Available  
2 Minute Loop Length  
15,680 spots/4-Weeks\*  
3,920 spots/Week\*  
560 spots/Day\*  
Hours of Operation: 5:30 am - 2:00 AM

<sup>1</sup>Daily Circulation

\*The following provisions shall be applicable in the event that this contract shall be for the digital display sign (“Digital Sign”) . Notwithstanding anything herein to the contrary, the Company shall not be obligated to display the copy for more than 91% of the display time provided hereunder (the “Guaranteed Display Time”). If the Company displays the copy for at least the Guaranteed Display Time, there shall be no reduction in the fee paid hereunder or extension of the term hereof.

Note: Loop length is fixed, number of advertisers may vary.

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### New York

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## Engaging. Bright. Visible.

### What advertising opportunities are on the GC Vanderbilt Hall Digital Screens?

Vanderbilt Hall is the key entry way into Grand Central Terminal, a major historic landmark located in the center of Manhattan. As consumers enter the Main Rotunda, they will be greeted by luminous vertical digital screens. Consumers leaving this tourist location through Vanderbilt Hall will also be exposed to the vivid horizontal digital screen.

### How can the GC Vanderbilt Hall Digital Screens connect with consumers?

Grand Central boasts an affluent demographic of Metro-North commuters. It is the #6 World's Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! These digital screens can keep commuters engaged and informed of your messages as they seek track information and real-time train service changes in the screens above.

### Why are the GC Vanderbilt Hall Digital Screens valuable to advertisers?

As upscale commuters pass through this central location that has a 4-week circulation of 5,400,000, these digital displays are a unique way to increase brand exposure as the units are strategically placed in a high traffic area.

### Product Information:

- :08 Spot Length, 8 Spots Available
- :64 Loop Length
- Static Only
- (2) Portrait 46" Screens
- (1) Landscape 32" Screen

### Coverage:

Located in Grand Central Terminal's Vanderbilt Hall

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### New York

405 Lexington Avenue  
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## Bright. Vibrant. Distinctive.

### What advertising opportunities are on the Penn Station Digital Network?

Penn Station is the busiest passenger transportation facility in the United States servicing 17,714,470 passengers every 4 weeks (Grand Central Terminal has more pass through traffic, but fewer passengers). Multiple networks flow through the terminal including the region's largest — the Long Island Railroad. In addition, Madison Square Garden sits on top of Penn Station, bringing in additional audiences from all types of events ranging from the NY Knicks & NY Rangers games, music festivals, the circus, dog shows and even various charity events. Make sure your message is seen by the masses!

### How can the Penn Station Digital Network connect with consumers?

This 22 Screen Digital Advertising Network is strategically positioned near track information providing "built-in" audience. Demand attention in an otherwise hectic commuter environment — keep commuters actively engaged and informed of your message as they are seeking information on their scheduled trains. Full-motion and Static artwork accepted. Daypart and roadblock programs also available.

### Why is the Penn Station Digital Network valuable to advertisers?

The Penn Station Digital Network delivers the LIRR concourse where 75% of the traffic in Penn Station occurs. LIRR Concourse Total Potential Circulation:13,635,632<sup>1</sup>.

### Product Information:

:15 Spot Length, 8 Spots Available  
2 Minute Loop Length  
18,345 spots/4-Weeks\*  
4,585 spots/Week\*  
655 spots/Day\*

<sup>1</sup>Source: LIRR/MTA/AmTrak/NJ Transit 2013 Update

\*The following provisions shall be applicable in the event that this contract shall be for the digital display sign ("Digital Sign") . Notwithstanding anything herein to the contrary, the Company shall not be obligated to display the copy for more than 91% of the display time provided hereunder (the "Guaranteed Display Time"). If the Company displays the copy for at least the Guaranteed Display Time, there shall be no reduction in the fee paid hereunder or extension of the term hereof.

Note: Loop length is fixed, number of advertisers may vary.

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### New York

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## Key Placement. Stand Out.

### What advertising opportunities are on the Metro-North Digital Platform Network?

Strategically located on select Metro-North platforms, the Digital Platform Network consists of an upper screen that provides track information and real-time transit service changes and a lower screen that provides advertisers the chance to engage consumers with their message.

### How can the Metro-North Digital Platform Network connect with consumers?

Reach the highly educated and affluent consumers traveling to and from Westchester into NY business districts as these screens are situated in heavily-trafficked boarding and waiting areas.

### Why are the Metro-North Digital Platform Network valuable to advertisers?

With the utilization of the Digital Platform Network, advertisers will have opportunities to break riders away from their surroundings in the hectic commuter environment and create impactful campaigns in an 'always on,' captive environment.

### Product Information:

9'H x 16'W, Horizontal 42" screens  
 14 units  
 Spot Length :08 with 8 advertisers  
 :64 Loop Length  
 Static Only

### Coverage:

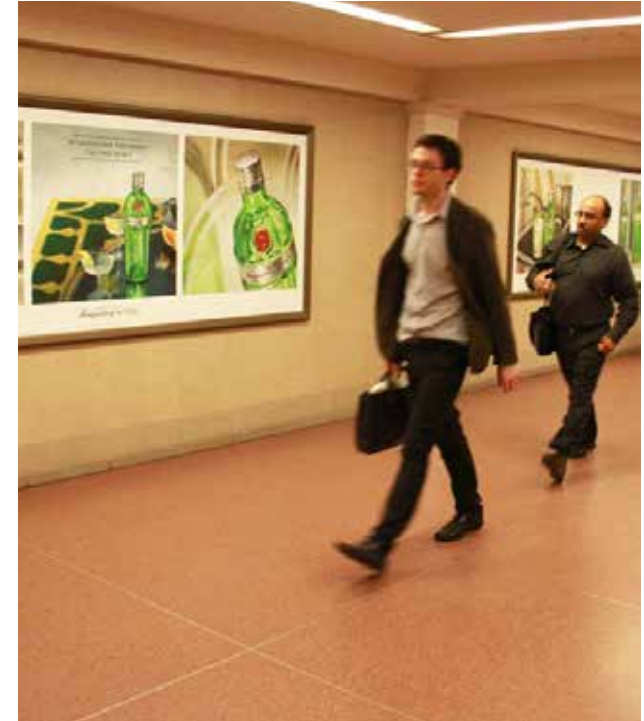
Scarsdale	Southeast	Pelham
Marble Hill	Bronxville	Fleetwood
Mount Vernon West	Hartsdale	
Rye	Mount Vernon East	
Ossining	Spuyten Duyvil	
Crestwood	Harrison	

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### New York

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 New York, NY 10174  
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## Consuming. Experiential. Strong.

### What advertising opportunities are on Rail Dominations?

Rail Dominations offer the unique opportunity to completely saturate a commuter rail station and make a major impact in the New York market with special sites strategically located in high-traffic areas throughout the rail system.

### How can Rail Dominations connect with consumers?

Storyboards, multi-products and multi-messages are just a few of the many creative possibilities. Owning every position means that all commuters will take notice.

### Why are Rail Dominations valuable to advertisers?

Rail Dominations allow advertisers to make a splash in NYC utilizing multiple creative options. Get unrivaled brand awareness by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

### Product Information:

Traditional/Non-Traditional Media

### Coverage:

8 Rail Dominations available

### New York

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Last Rev. 02/23/15



## Perfect Placement. Long Dwell.

### What advertising opportunities are on Interior Car Cards?

Interior Car Cards showcase your brand to commuters as they enter the train, and stay in the forefront of their mind for their average 53 minute round-trip\* — allowing the annual 165.2 million riders\*\* to 'take in' and identify with your brand.

### How can Interior Car Cards connect with consumers?

The average rail commuter rides the train 2 times a day and 20 days a month for over 40 opportunities for your message to be seen. With hard-to-miss placement and high reach and frequency, Interior Car Cards help your ad standout year round.

### Why are Interior Car Cards valuable to advertisers?

Spend time with a very affluent demographic of upscale suburbanites commuting into New York business districts. Interior Car Card advertising provides high reach and frequency against a desirable audience.

### Product Information:

33"H x 21"W

### Coverage:

Metro-North: Westchester & CT  
LIRR

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### New York

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New York, NY 10174  
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## Saturate. Exposure. Reach.

### What advertising opportunities are on Brand Trains?

Saturating a train with your ad ensures your message is in view regardless of where a rider sits. Surrounded by the dominant messaging of a Brand Train, your campaign is sure to make a lasting impression.

### How can Brand Trains connect with consumers?

Tell your story, feature all of your products, or display multiple messages. Without any other brands present in the train, you have the entire commute to captivate the audience without competition. Brand Trains are blank canvases for an array of creative executions.

### Why are Brand Trains valuable to advertisers?

Long ride times allow your message to resonate with riders. Grab the attention of a completely captive audience with vibrant, attention-grabbing messages.

### Product Information:

Full Cars

### Coverage:

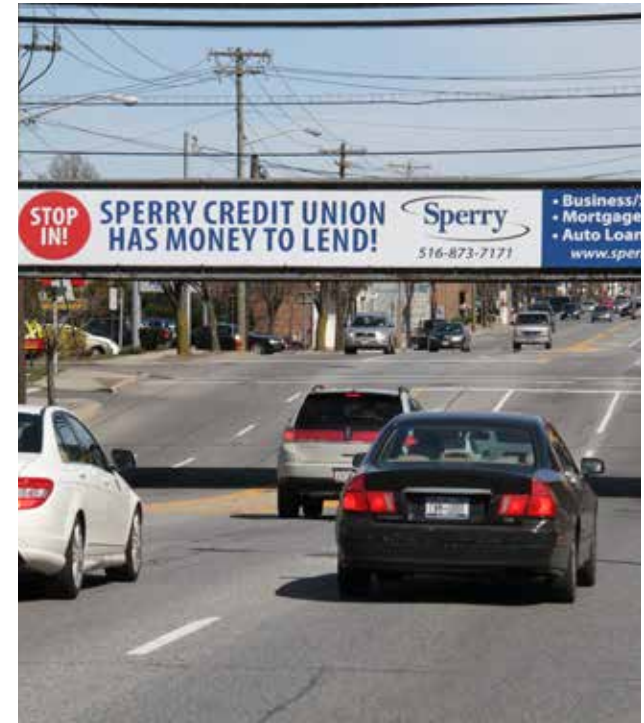
Metro-North: Westchester & CT  
LIRR

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## Arresting. Impact. Connect.

### What advertising opportunities are on Trestles?

Trestles get your message out to the suburban areas, reaching the affluent targets. They also give an opportunity to place a message where most forms of OOH advertising are not available.

### How can Trestles connect with consumers?

Trestles are frequently located at major intersections allowing for additional viewing time when motorists are stuck at traffic lights — giving them the opportunity to 'take in' and identify with your brand or message.

### Why are Trestles valuable to advertisers?

Consumers are becoming harder to reach and are resistant to advertising efforts. Trestles' placement on railroad overpasses are hard to miss and has a natural approach for a non intrusive message.

### Product Information:

33 in Queens  
1 in Brooklyn  
108 in Long Island (83 in Nassau/25 in Suffolk)  
7 in Fairfield County, CT

### Coverage:

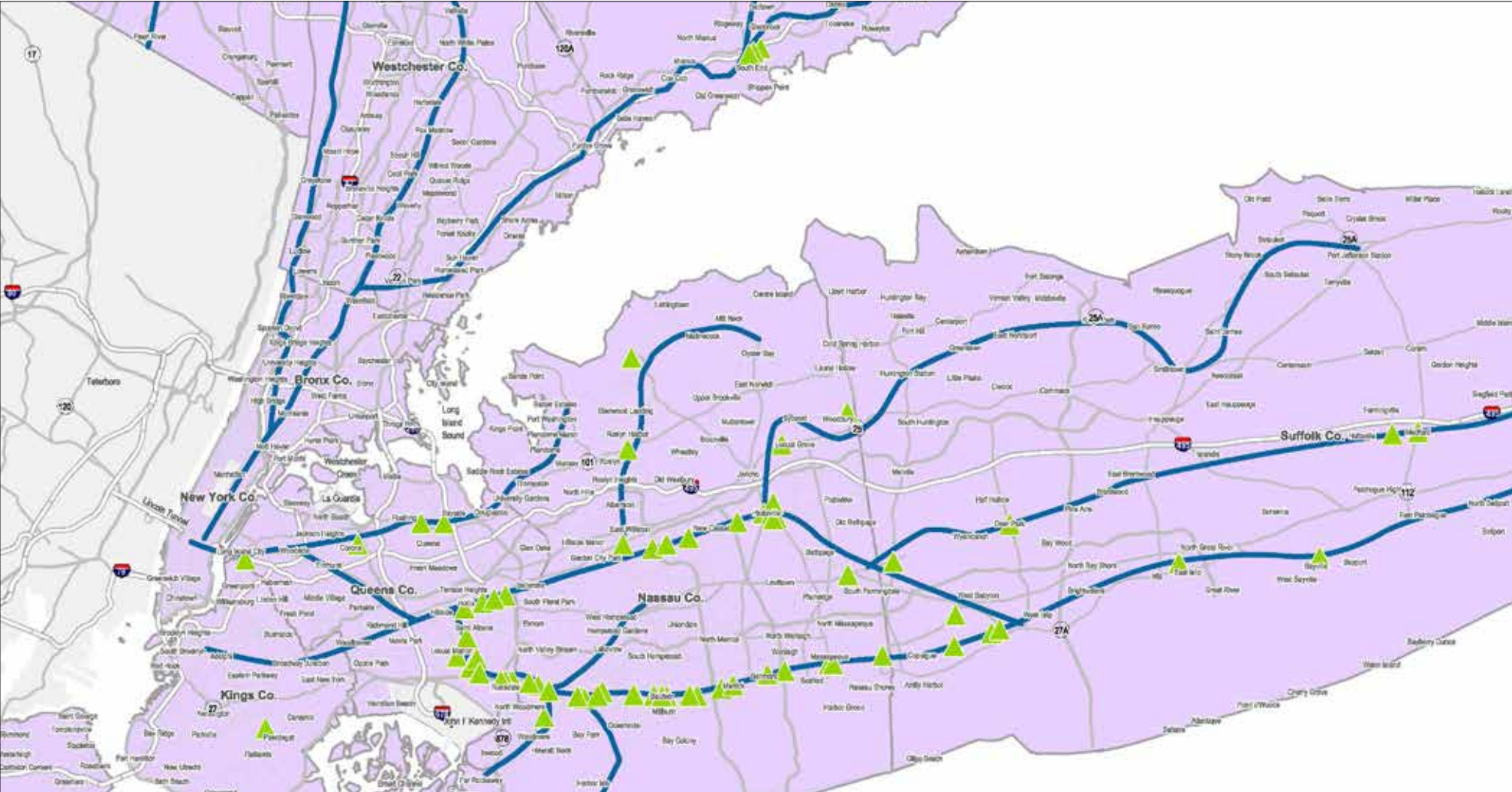
149 Trestles throughout the New York Railroad System

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## Coverage



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## Reach. Exposure. Captivating.

### What advertising opportunities are on Subway media?

Capture the attention of New York's 5 million+ daily subway riders with over 6,000 Subway cars running throughout New York City.

### How can Subway media connect with consumers?

Target the hard-to-reach commuter audience, including corporate decision makers and executives, with high impact ads. Frequency of ridership means frequency of exposure to your ads during morning and evening rush hours.

### Why is Subway media valuable to advertisers?

Subway ads also influence a completely captive audience of students, household decision makers and tourists as they complete daily activities, run errands and go out on the town – ensuring that your ad is seen immediately before their activity or purchase.

### Product Information:

- |                         |                          |
|-------------------------|--------------------------|
| 1-Sheet Posters         | Brand Trains             |
| 2-Sheet Posters         | Subway Stripes           |
| 3-Sheet Posters         | Exterior Wrapped Trains  |
| Backlit 2-Sheet Posters | Wrapped Shuttle          |
| Shelter-Sized Dioramas  | Station Saturations      |
| Clocks                  | Station Dominations      |
| Escalator Squares       | Video Car Cards          |
| Turnstiles              | Video 2-Sheet Posters    |
| Interior Car Cards      | On The Go Digital Kiosks |

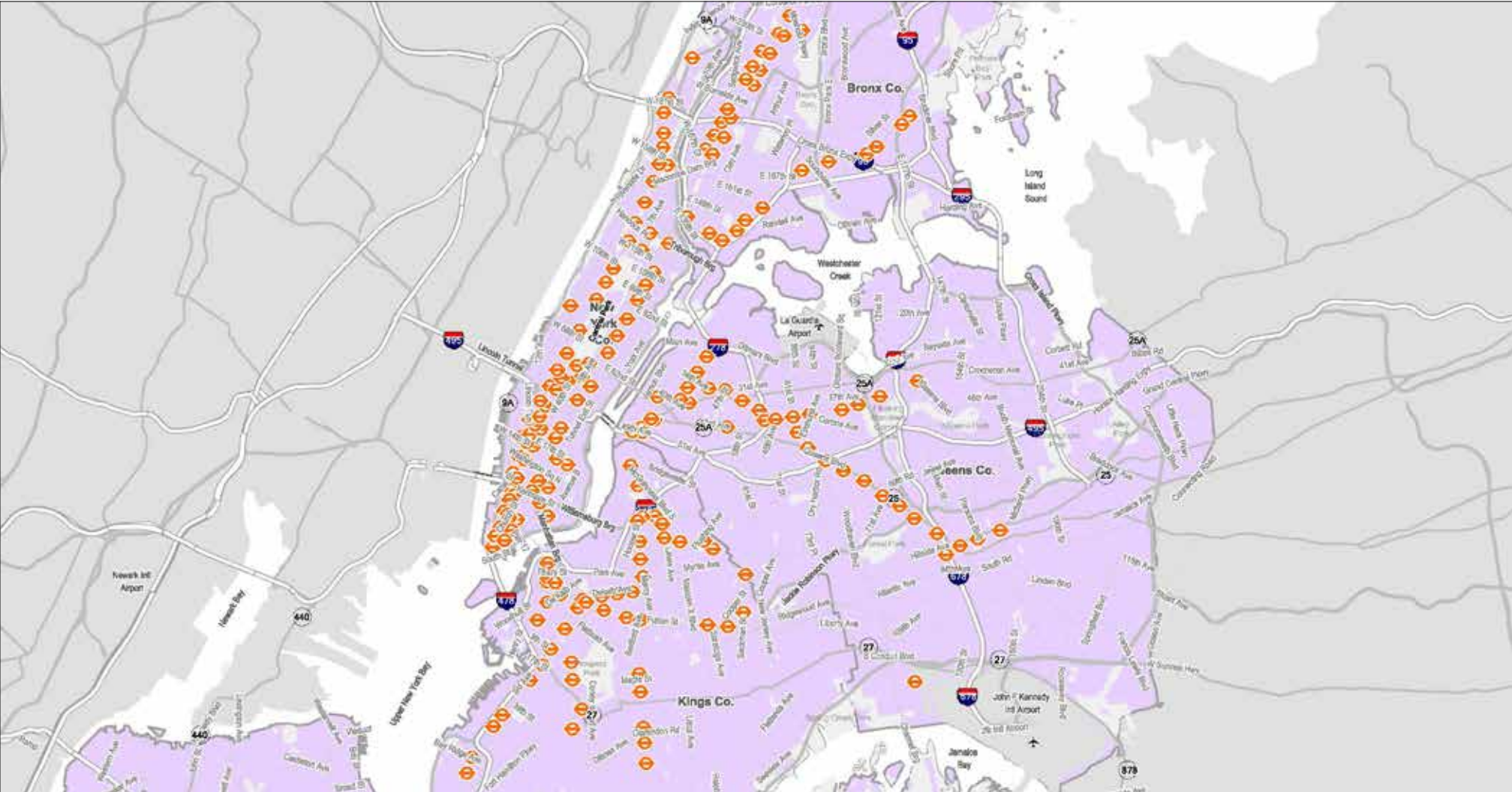
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## Coverage



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## Demand Attention. Connect.

### What advertising opportunities are on Platform Posters?

Situated on the subway platforms and walkways throughout New York City, vibrant and detailed Platform Posters target key demographics — both multicultural and upscale audiences.

### How can Platform Posters connect with consumers?

These highly visible, clean posters demand attention in an otherwise hectic commuter environment — giving riders the opportunity to break away from their surroundings and to completely absorb your message.

### Why are Platform Posters valuable to advertisers?

Forge new relationships with NYC's 5 million+ daily riders through thousands of subway Platform Posters spread throughout the entire subway system. Send multiple messages to the subway's commuters at all their stopping points!

### Product Information:

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters

### Coverage:

- Citywide
- By Borough
- By Station
- African American
- Hispanic

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## Captivate. Key Placement.

### What advertising opportunities are on Shelter-Sized Dioramas?

Positioned in highly trafficked subway stations across Manhattan, Shelter-Sized Dioramas provide targeted exposure for your creative message.

### How can Shelter-Sized Dioramas connect with consumers?

24-hour illumination allows for attractive exhibition and round-the-clock visibility.

### Why are Shelter-Sized Dioramas valuable to advertisers?

With a glossy, vibrant finish, Dioramas are magazine pages brought to life. Increase your long-term product recognition and expand your reach to NYC's 5+ million subway riders with colorful Dioramas that are sure to catch the eye of commuters alike.

### Product Information:

68.5"H x 47.5"W

### Coverage:

Manhattan

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## Front & Center. Top of Mind.

### What advertising opportunities are on Clocks?

With over 220 Subway Clocks strategically located throughout the entire subway system, advertisers can easily target key demographics including ethnic and upscale audiences.

### How can Clocks connect with consumers?

Penetrate major retail and trade zones by effectively utilizing this commuter focal point to develop and strengthen your brand awareness.

### Why are Clocks valuable to advertisers?

Subway Clocks are completely unobstructed and located in a clutter-free environment that attracts the eye — developing a connection between your message and the passerby.

### Product Information:

21.5"H x 46.5"W

### Coverage:

Citywide

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## Branding. Unavoidable.

### What advertising opportunities are on Turnstiles?

Multiple points of exposure command the attention of New York's 5 million+ daily subway riders as they enter and exit subway stations during their daily travels.

### How can Turnstiles connect with consumers?

Diversify your creative messaging with an array of formats — turnstile arms supplemented with upper and lower decals are prime space for advertiser branding.

### Why are Turnstiles valuable to advertisers?

Perfect for point of purchase opportunities, seasonal or promotional campaigns! Directional copy with address information leads consumers straight to your store location.

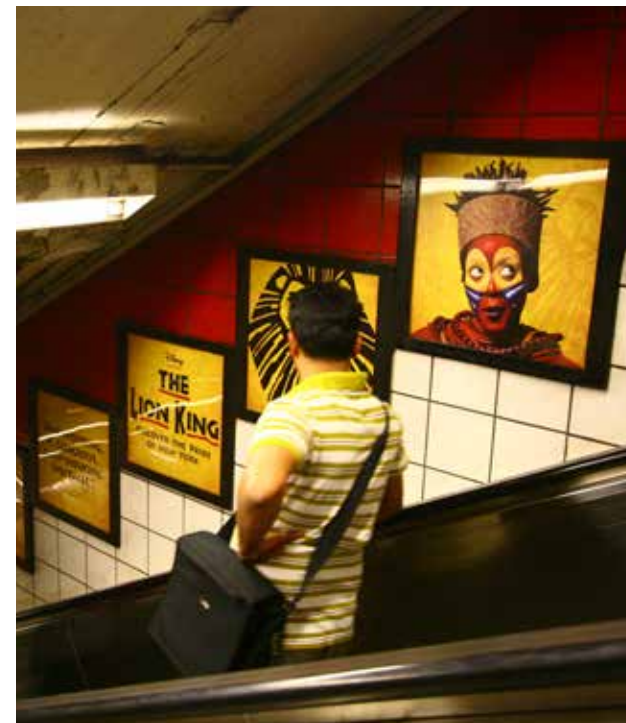
### Packages\*:

- By Station
- By Borough
- Ability to purchase Turnstile Arms only, or Turnstile Arms with Entrance & Exit Decals
- \*Includes non domination stations only

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## Enthrall. Impact. Memorable.

### What advertising opportunities are on Escalator Squares?

Located at the highly trafficked 53rd Street and Fifth Avenue Station, these displays impact subway riders (E and M lines) on a daily basis!

### How can Escalator Squares connect with consumers?

Be the only advertiser at this major escalator site which transports over 169,800 riders every week. The extra long escalator rides produce a captive audience for your message.

### Why are Escalator Squares valuable to advertisers?

Captivate daily commuters and residents with multiple impressions. By utilizing each square, you will send in-depth and detailed information directly to your audience.

### Product Information:

22"H x 21"W

### Coverage:

53rd & 5th Ave Station

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## Sole Presence. Engulf. Powerful.

### What advertising opportunities are on Station Dominations?

Station Dominations offer the unique opportunity to completely saturate a NYC Subway Station and make a major impact in the New York market with special sites strategically located in high-traffic areas throughout the subway system.

### How can Station Dominations connect with consumers?

With over 20 stations throughout NYC (and growing!) and endless media formats to choose from, your message will capture and dominate the attention of New York's 5 million+ subway riders 2x a day over 20x a month!

### Why are Station Dominations valuable to advertisers?

Station Dominations allow advertisers to immerse their audience in their brand by utilizing multiple creative options. Get unrivaled brand awareness by creating a virtual exhibit that surrounds the consumer with multiple messages throughout their commute.

### Coverage:

Yankee Stadium/161st Street  
 Yankee Stadium-Outside Fare Zone  
 59th & Lexington Avenue  
 125th & Lexington Avenue  
 Grand Central Subway  
 GC Subway Corridor to Lines 4, 5, & 6  
 GC Subway 7 Train Mini Dom  
 GC Subway Lower Level  
 42nd St. Corridor Underground Shelters  
 Meatpacking District 14th/8th Avenue  
 Jackson Heights/Roosevelt Avenue  
 Rockefeller Center 48th/49th Street  
 Broadway & Lafayette @ Houston

Spring Street  
 Herald Square/34th Street  
 Times Square/42nd Street  
 Bryant Park/5th Avenue  
 Bedford Avenue  
 Atlantic Avenue  
 Delancey & Essex  
 Main Street-Flushing  
 59th & 5th Avenue  
 Willets Pt./Citi Field  
 Union Square  
 Wall Street (4 & 5)  
 West 4th Street Station

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## Attract. Long Dwell. Awareness.

### What advertising opportunities are on Interior Car Cards?

Your brand will travel throughout the city with Subway riders, maintaining the eyes of current riders while constantly attracting new ones.

### How can Interior Car Cards connect with consumers?

Riders absorb your message 2 times a day and over 20 times a month with strategically placed, vivid Car Cards.

### Why are Interior Car Cards valuable to advertisers?

Motivate usage and create awareness by saturating the environment and captivate the subway audience with this eye-catching and in-your-face format.

### Product Information:

11"H x 46"W  
11"H x 70"W  
22"H x 21"W

### Coverage:

Citywide

### New York

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## Striking. Ownership. Immersion.

### What advertising opportunities are on Brand Trains?

This hard to miss format in over 6,000 Subway cars allows your brand to be in the sole view for over 5 million daily subway riders throughout NYC.

### How can Brand Trains connect with consumers?

Brand Trains offer the unique opportunity to “own” the entire interior space of a subway car and serve as a virtual canvas with extensive creative opportunities.

### Why are Brand Trains valuable to advertisers?

Saturate the environment and create awareness among New York City’s completely captive subway audience — 2x a day and over 20x a month!

### Product Information:

Includes all sizes:  
11”H x 46”W  
11”H x 70”W  
22”H x 21”W

### Coverage:

Citywide Coverage  
4 Car Shuttle\*  
3 Car Shuttle\*

\*Shuttle coverage between Grand Central Station & Times Square

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## Front & Center. Noticeable.

### What advertising opportunities are on Stripes?

This stand out media format goes along for the ride throughout New York City to ensure you capture the attention of the millions of daily subway riders.

### How can Stripes connect with consumers?

Subway Stripes are a clean, eye-grabbing way to get the attention of Subway riders as they await and board the train at numerous points throughout New York City. Additional enhancement options such as door decals, add another dimension to your artwork.

### Why are Stripes valuable to advertisers?

Send multiple messages to commuters at all stopping points along the 1, 2, 3, 4, 5, 6 & 7 lines.

### Product Information:

8/Subway Car  
4/Side

### Coverage:

Citywide

### New York

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## Show Stopper. Exposure.

### What advertising opportunities are on Wrapped Trains?

Wrapped Trains offer the unique opportunity to blanket the entire exterior of the most popular train routes in NYC.

### How can Wrapped Trains connect with consumers?

Wrapped Trains are rolling canvases allowing for the maximum dramatic effect, and are sure to get people talking to create a lasting impression on the daily commuter.

### Why are Wrapped Trains valuable to advertisers?

Reach riders double-time, as riders can see your message 2x a day over 20x a month. This eye-catching media generates high awareness and buzz for your ad campaign.

### Product Information:

Opportunities across numerous subway lines

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## Bold. Exciting. Dramatic.

### What advertising opportunities are on the Wrapped Shuttle?

The Wrapped Shuttle offers an incredible opportunity to overtake the entire interior & exterior space of the most popular subway cars in NYC. The wraps allow for unlimited artistic possibilities with the ability to spark interest and garner buzz.

### How can the Wrapped Shuttle connect with consumers?

The Shuttle connects 100,000+ daily riders between Grand Central Station and Times Square, the two most highly trafficked and highly visible stations in New York City, allowing advertisers to target and impact a largely upscale and corporate audience.

### Why is the Wrapped Shuttle valuable to advertisers?

Send multiple messages to commuters at all stopping points along the 1, 2, 3, 4, 5, 6 & 7 lines. The 3-Car Shuttle Wrapped Interior & Wrapped Exterior allows one advertiser to reach riders double-time. The Wrapped Interior & Exterior package has a 4-week circulation of 33,600,000 and reaches the daily commuter 2x a day over 20x a month.

### Product Information:

3-Car Shuttle  
4-Car Shuttle, Track 3

### Coverage:

Grand Central Station & Times Square

### New York

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## Presence. Amplify. Connect.

### What advertising opportunities are on Staten Island Interior Car Cards?

Amplify your message and stand out with over 100 highly visible SIR Interior Car Cards located in the 60 SIR cars that run throughout Staten Island 24 hours a day!

### How can Staten Island Interior Car Cards connect with consumers?

Motivate and create brand awareness by sending your message to the completely captivated audience riding the Staten Island Railway.

### Why are Staten Island Interior Car Cards to advertisers?

Make your mark in one of New York City's hardest to reach boroughs by becoming part of the SIR. With the Staten Island Ferry transporting over 19 million passengers annually, directly to the SIR (at St. George) from NYC, the possibilities are endless!

### Product Information:

11 x 46 Car Cards - 36 Units  
11 x 70 Car Cards - 36 Units  
22 x 21 Car Cards - 36 Units

### Coverage:

Staten Island

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### New York

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## Distinct. Extend your Message.

### What advertising opportunities are on Staten Island Brand Trains?

Staten Island Railway (SIR) Brand Trains offer the unique opportunity to "own" the entire interior space of a rail car!

### How can Staten Island Brand Trains connect with consumers?

Highlight your brand to a captive audience with SIR Brand Trains. Extend the exposure time of your message as the SIR delivers passengers from one end of Staten Island to the other.

### Why are Staten Island Brand Trains to advertisers?

On the SIR, your message can make the leap to Staten Island and grab an otherwise difficult to reach audience. With the famous Staten Island Ferry transporting over 19 million passengers annually from the southernmost tip of Manhattan directly to the SIT (at St. George), it's the perfect way to reach the unreachable.

### Product Information:

Half Brand Trains  
24 Cars

### Coverage:

Staten Island

### New York

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## Presence. Dazzle. Unique.

### What advertising opportunities are on Video Car Cards?

These 10" LCD screens can be updated once every day, offering extensive creative opportunities which are sure to make a lasting impression on the daily commuter.

### How can Video Car Cards connect with consumers?

As one of the most travelled routes for over 100,000 daily NYC commuters, the Shuttle between Grand Central Station and Times Square is the perfect opportunity to reach and impact a diverse population.

### Why are Video Car Cards valuable to advertisers?

The Video Car Card package allows one advertiser to play to riders twice as often. The package has a 4-week circulation of 33,600,000 and reaches the daily commuter 2x a day over 20x a month.

### Product Information:

Available only with Interior/Exterior Wrapped Shuttle Package

### Coverage:

Grand Central Station & Times Square

### New York

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## Show Stopper. Prime Positioning.

### What advertising opportunities are on Video 2-Sheets?

These 10" LCD screens force even the most hurried New Yorker to stop and take a look. Adding these screens to your poster allows endless creative liberty, and they can be updated once every day, keeping the active consumer informed and intrigued.

### How can Video 2-Sheets connect with consumers?

These Video 2-Sheet posters are located in Times Square station, the most highly trafficked and highly visible station in New York City, allowing advertisers to target and impact a largely upscale audience.

### Why are Video 2-Sheets valuable to advertisers?

Video 2-Sheet Posters resonate with passersby and reach the daily commuter 2x a day over 20x a month.

### Coverage:

Times Square Station

### New York

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## Engaging. Intuitive. Modern.

### What advertising opportunities are on the On The Go Digital Kiosks?

The OTG Digital Kiosks combine the physical presence, location and immediacy advertisers need to connect with and directly impact tourists, commuters, and locals in strategically placed, high traffic locations throughout NYC.

### How can the On The Go Digital Kiosks connect with consumers?

The OTG Digital Kiosks targets an inquisitive tourist population, as well as local residents, to not only provide up-to-the-minute transit service changes and directions but also driving retail traffic to nearby 'local finds' such as entertainment, dining and shopping options.

### Why are the On The Go Digital Kiosks valuable to advertisers?

With the utilization of OTG Digital Kiosks, advertisers will have multiple opportunities to create impactful OOH campaigns in an 'always on', captive environment. After activating the touchscreen, tourists and commuters alike can be engaged to participate in various activities such as peer to peer contests or downloading apps associated with nearby retailers.

### Product Information:

Spot Length :05, :10, :15, or :30  
2 Minute Loop Length  
Full Motion or Static  
No Sound  
24 hours/day

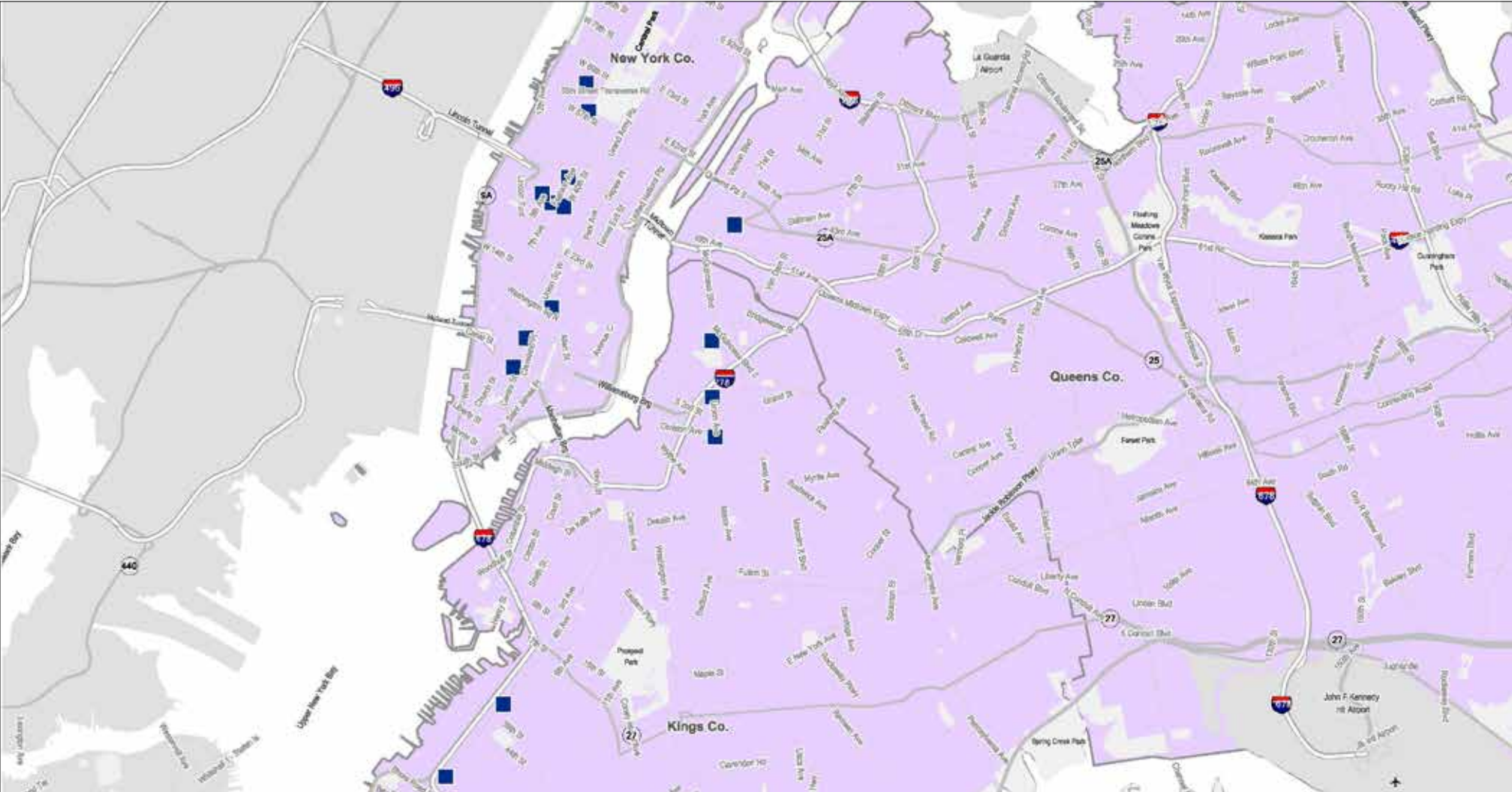
Note: Loop length is fixed, number of advertisers may vary.

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## Coverage



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## Exclusive. Street Level. Direct.

### What advertising opportunities are on Urban Panels?

Positioned on top of subway entrances, Urban Panels are the most dominant and vibrant street-level displays in New York City — allowing an unrivaled connection between your message and multiple audiences.

### How can Urban Panels connect with consumers?

Over 1,680 Urban Panels located throughout NYC are “People Magnets” that attract attention directly to your message when and where it is relevant — creating perfect point-of-purchase opportunities.

### Why are Urban Panels valuable to advertisers?

Visible to subway riders, pedestrians and vehicular traffic, Urban Panels provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness. These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

### Product Information:

30”H x 60”W

### Coverage:

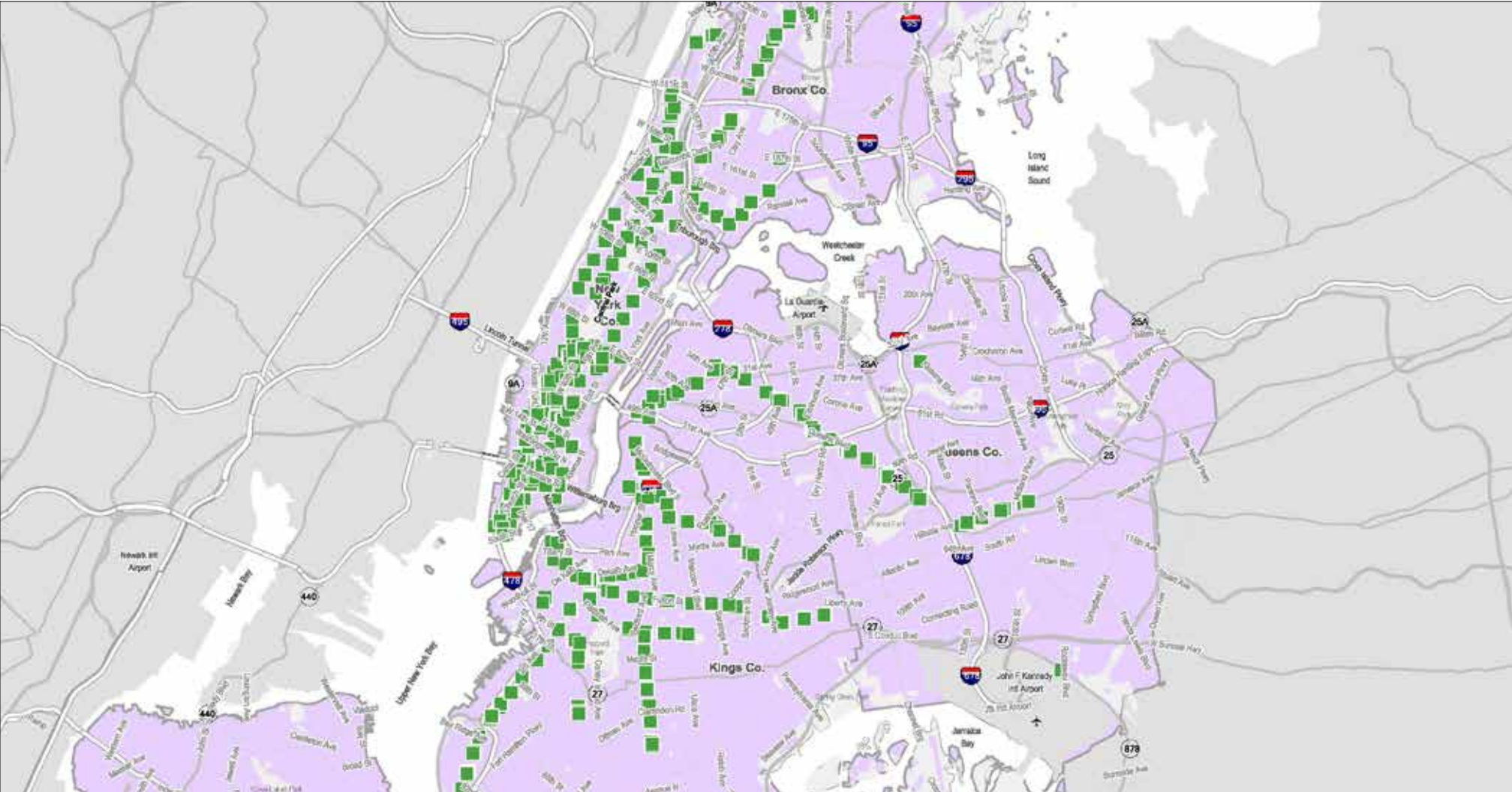
Manhattan  
Brooklyn  
Queens  
Bronx

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### New York

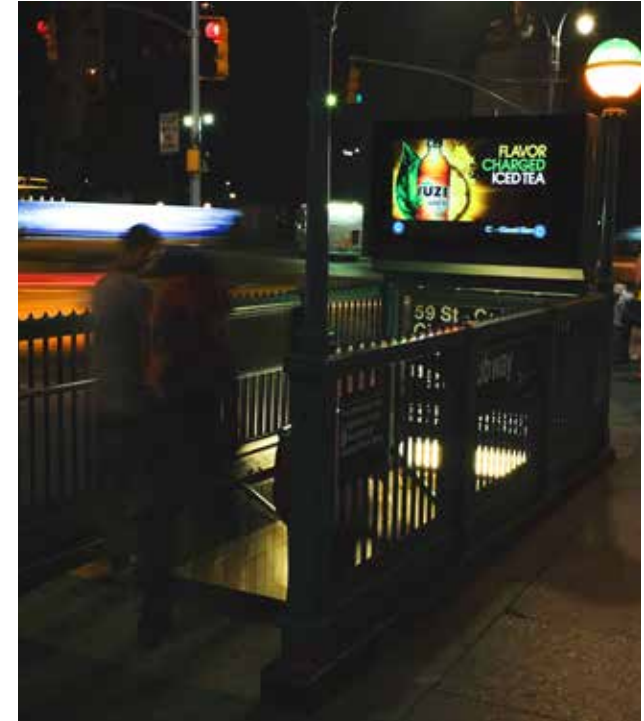
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## Coverage



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## Striking. Prominent. Pronounced.

### What advertising opportunities are on Digital Urban Panels?

Digital Urban Panels are situated in prime Manhattan locations and positioned over subway entryway stairs. Advertising sits atop of an MTA information scroll, giving customers up to date information about subway service.

### How can Digital Urban Panels connect with consumers?

Impact pedestrians on their way to work, cyclists, tourists, and vehicular traffic. Digital Urban Panels give advertisers the opportunity to bring vibrancy and excitement to the streets.

### Why are Digital Urban Panels valuable to advertisers?

Various media programs are available, including daypart, roadblock and/or short term programs. Digital Urban Panels also allow for creative flexibility with easily changeable copy for countdowns, game scores or social feeds.

### Product Information:

Size 55"LCD, with MTA informational scroll  
Spot Length :08 with 8 advertisers  
Loop Length :64  
24 hours/day\*  
Static Only  
34,412 spots/4-Weeks  
8,603 spots/Week  
1,229 spots/Day

### Coverage:

Manhattan

\*The spot delivery is calculated using 91% of the total time available as the contract guarantees. The remaining time is used for service (repair, replace) and short term campaigns. Note: Loop length is fixed, number of advertisers may vary

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### New York

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## Awareness. Branding. Connect.

### What advertising opportunities are on Digital Urban Panels?

Digital Urban Panels are situated in prime Manhattan locations and positioned over subway entryway stairs. These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

### How can Digital Urban Panels connect with consumers?

Impact pedestrians on their way to work, cyclists, tourists, and vehicular traffic. Full motion videos give advertisers the opportunity to bring vibrancy and excitement to the streets.

### Why are Digital Urban Panels valuable to advertisers?

Various media programs are available, including daypart, roadblock and/or short term programs. Digital Urban Panels also allow for creative flexibility with easily changeable copy for countdowns, game scores or social feeds.

### Product Information:

Size 55"LCD  
Spot Length :05, :10, or :15  
Loop Length :90  
24 hours/day\*  
Full Motion or Static  
24,472 spots/4-Weeks  
6,118 spots/Week  
874 spots/Day

### Coverage:

Manhattan

\*The spot delivery is calculated using 91% of the total time available as the contract guarantees. The remaining time is used for service (repair, replace) and short term campaigns. Note: Loop length is fixed, number of advertisers may vary.

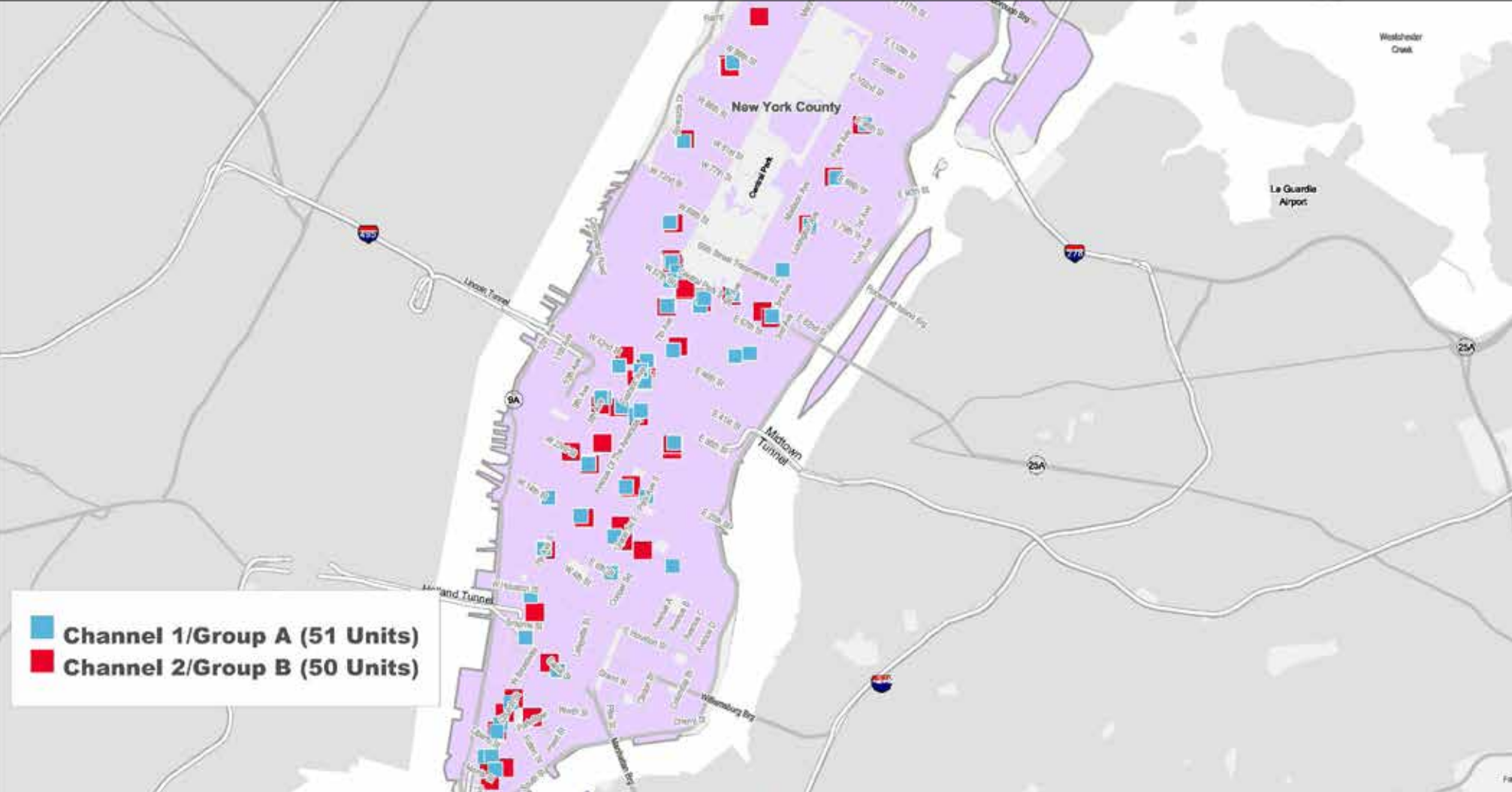
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### New York

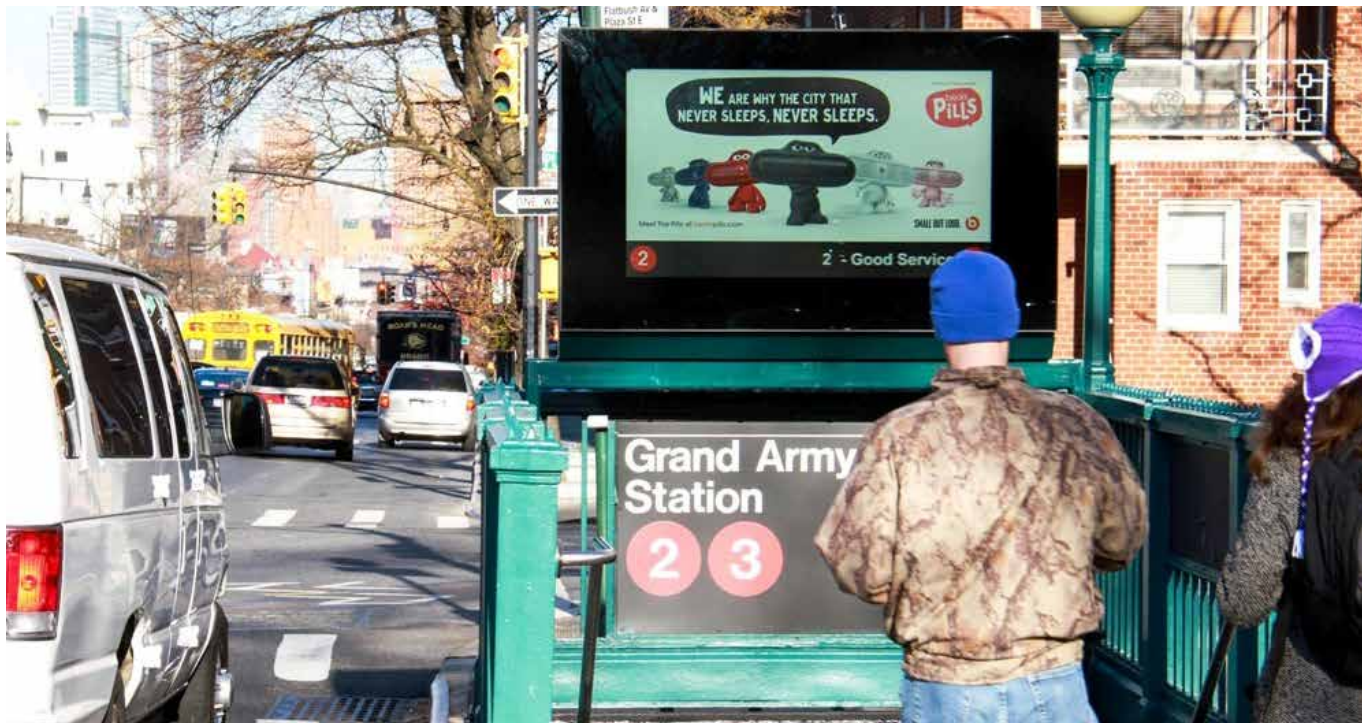
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## Coverage



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## Dynamic. Street Smart.

### What advertising opportunities are on Digital Urban Panels?

Digital Urban Panels are situated in highly trafficked locations, including one of NYC's busiest hubs, Atlantic Avenue, and positioned over subway entryway stairs. Advertising sits atop of an MTA information scroll, giving customers up to date information about subway service.

### How can Digital Urban Panels connect with consumers?

Impact pedestrians on their way to work, cyclists, tourists, and vehicular traffic. Full motion videos give advertisers the opportunity to bring vibrancy and excitement to the streets.

### Why are Digital Urban Panels valuable to advertisers?

Various media programs are available, including daypart, roadblock and/or short term programs. Digital Urban Panels also allow for creative flexibility with easily changeable copy for countdowns, game scores or social feeds.

### Product Information:

Size 55"LCD, 7 screens  
MTA informational scroll on Stairwell Side  
Spot Length:  
Stairwell Facing :08 (:64 loop)  
Sidewalk Facing :05, :10, or :15 (:90 loop)  
24 hours/day\*

Sidewalk Facing:  
24,444 spots/4-Weeks  
6,111 spots/Week  
873 spots/Day  
Stairwell Facing:  
34,356 spots/4-Weeks  
8,589 spots/Week  
1,227 spots/Day

### Coverage:

Brooklyn

\*The spot delivery is calculated using 91% of the total time available as the contract guarantees. The remaining time is used for service (repair, replace) and short term campaigns.

Note: Loop length is fixed, number of advertisers may vary.

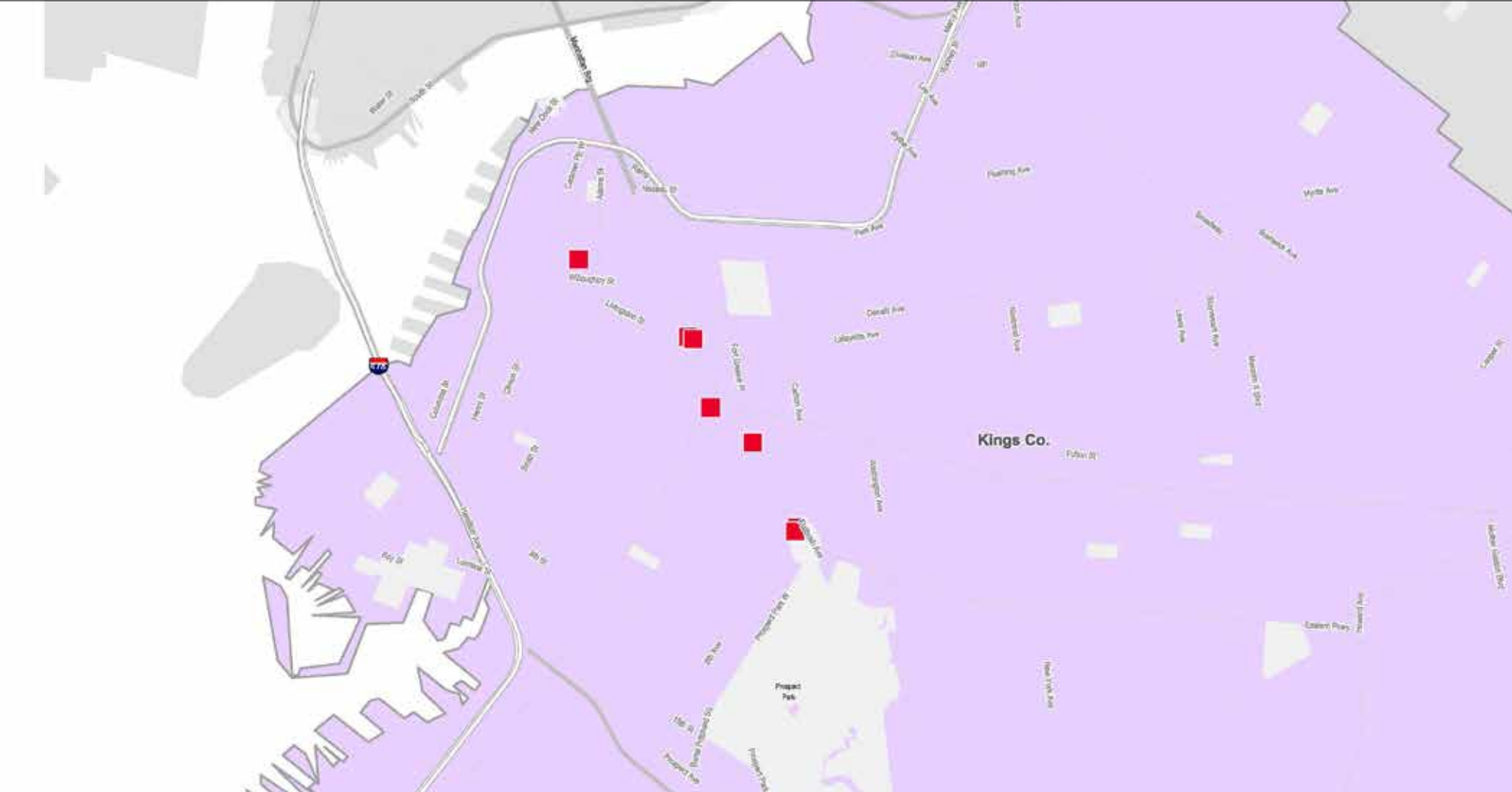
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## Coverage



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## Branding. Make Impressions.

### What advertising opportunities are on Metro Lights?

Positioned in high traffic areas or entry/exit ways of key parking garages, Metro Lights are dominant and vibrant street-level displays in NYC — allowing an unrivaled connection between your message and multiple audiences.

### How can Metro Lights connect with consumers?

These Metro Lights located throughout Manhattan are "People magnets" that attract attention directly to your message when and where it is relevant — creating perfect point-of-purchase opportunities.

### Why are Metro Lights valuable to advertisers?

Visible to commuters parking, pedestrians and vehicular traffic, Metro Lights provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness.

### Product Information:

69"H x 48"W

### Coverage:

Meatpacking District  
Fashion District  
SoHo/NoHo  
Theater District  
TriBeCa  
Times Square  
Chelsea  
Herald Square  
Financial District  
Gramercy Park

East Village  
West Village  
Union Square  
Upper East Side  
Upper West Side

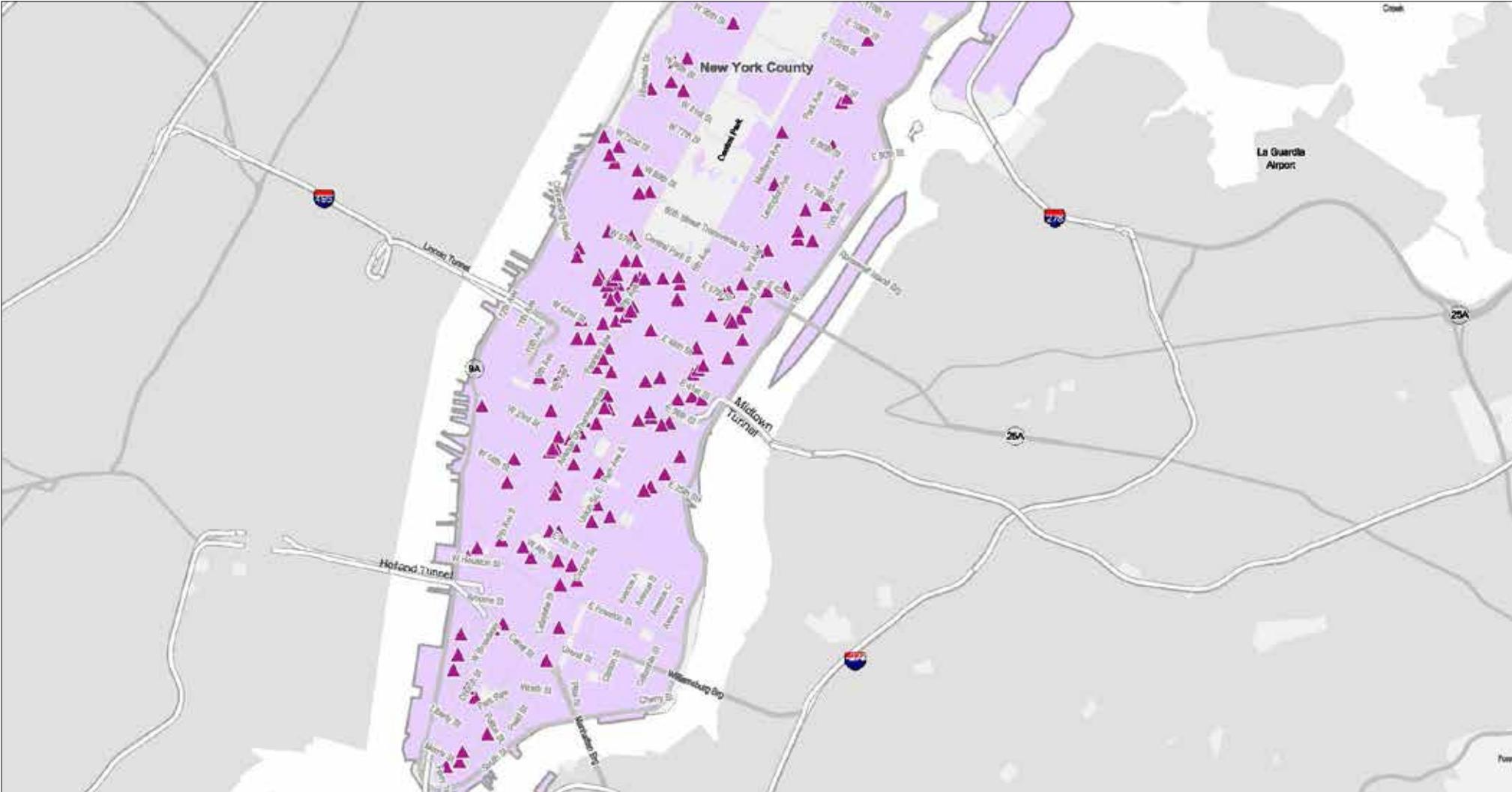
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### New York

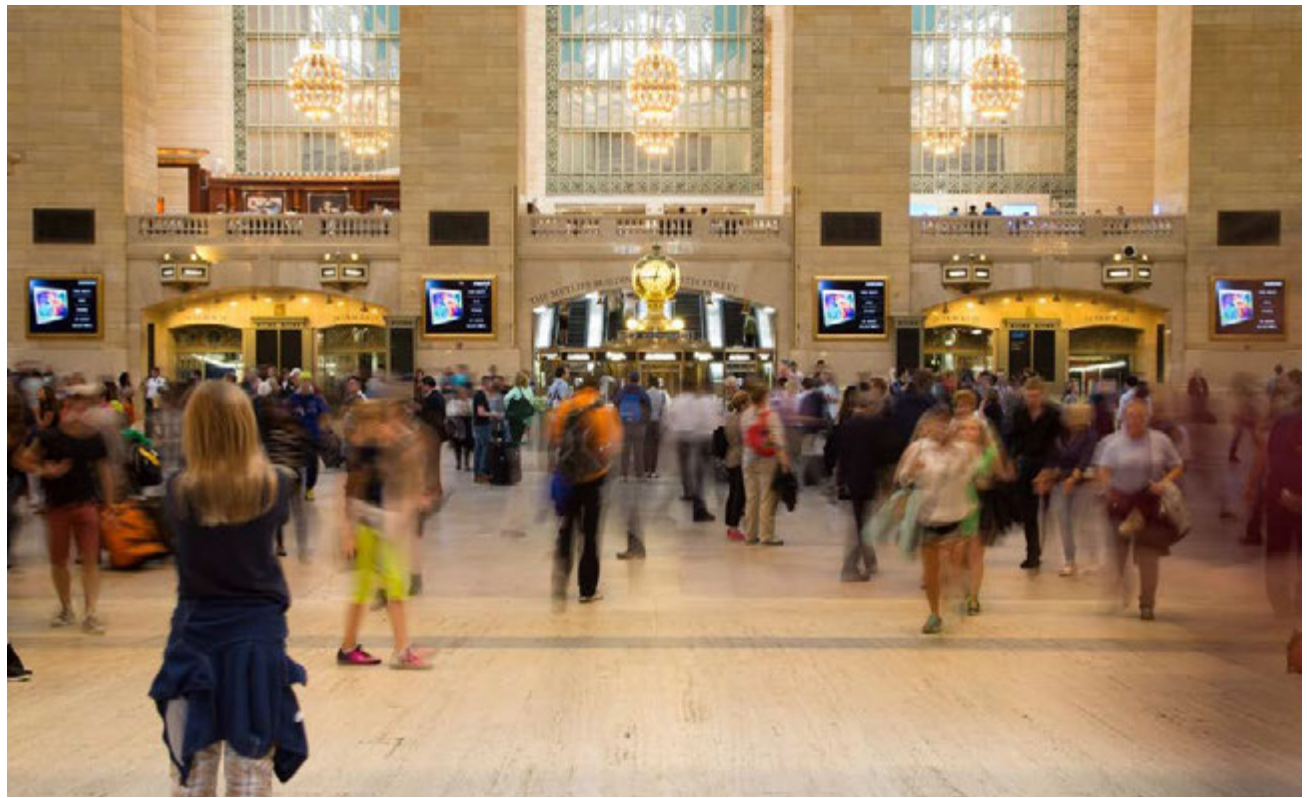
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