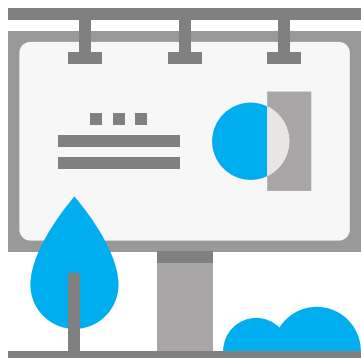


MAGNIFY YOUR BUSINESS WITH DIGITAL OUT-OF-HOME (DOOH)

EXTENDING YOUR REACH INTO THE REAL WORLD SO THAT YOU CAN CONNECT WITH CONSUMERS IN THE MOMENTS THAT MATTER



Digital-Out-of-Home gives you the ability to expand your top-of-mind awareness in densely populated public spaces, boosting your brand visibility and ultimately, making consumers aware of your products or services.

KEY ADVANTAGES OF DOOH

- 100% viewable, brand-safe ad placements
- Access to all DOOH inventory (available screens/ad spots)
- National scale across all 50 states and 10 Canadian provinces
- Complements your existing digital marketing tactics
- Geo-targeting available down to the DMA and zip code level



VIDEO PRODUCTION SERVICES

Our video production services can help you bring your brand to life! We can provide professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

DIGITAL-OUT-OF-HOME AD PLACEMENTS

RETAIL

- Gas stations
- Convenience stores
- Groceries
- Liquor stores
- Malls
- Dispensaries
- Pharmacies
- Parking garages

TRANSIT

- Airports
- Buses
- Taxi and Rideshare TV
- Taxi and Rideshare Top
- Subways
- Train stations

ENTERTAINMENT

- Recreational locations
- Movie theaters
- Sports entertainment
- Bars
- Casual dining
- QSR/Fast food restaurants
- Hotels

RESIDENTIAL

- Condominiums
- Apartment buildings

POINT OF CARE

- Doctor's offices/clinics
- Veterinarian's offices/clinics

HEALTH AND BEAUTY

- Gyms and other types of fitness centers
- Salons and barbershops
- Spas

FINANCIAL

- Banks
- Credit unions

GOVERNMENT

- Military bases
- DMV locations

CORPORATE

- Office buildings

EDUCATION

- Primary/middle schools
- Colleges and universities
- Graduate schools

OUTDOOR

- Billboards
- Urban panels
- Bus shelters

WHAT MAKES DOOH SUCCESSFUL: A LOOK AT THE NUMBERS*

164M

OF US RESIDENTS have noticed a digital billboard in the past month.

DOOH ads are **250%**

MORE IMPACTFUL than static out-of-home (traditional billboard) ads.

62%

of those aged 16 or older in the **TOP 30 MARKETS** noticed digital billboards in the past month.

1/3

OF DIGITAL BILLBOARD USERS with smartphones have interacted with a digital billboard ad via SMS, URL, hashtag or scanned a QR code in the past year.

Nearly **2/3**

OF VIEWERS have engaged in at least one measured action after seeing a digital billboard in the past year.

About **1/3**

have visited an advertised store, restaurant, or other business after seeing a digital billboard.

*Sources: 1) Nielsen Digital Out-of-Home Advertising Report 2020 2) Vistarmedia, 2020 3) Bannerflow.com, 2020