

DIGITAL OUTDOOR NETWORKS



The flexibility this powerful medium offers is limited only by the imagination of its advertisers.



Our digital outdoor networks are truly the next generation of outdoor advertising giving marketers significant creative flexibility and up-to-the-moment message opportunities. Immediately customize time-relevant messages to consumers, countdown to a special event, change your creative an endless number of times to build intrigue and stay top-of-mind with your audience ... the flexibility this powerful medium offers is limited only by the imagination of its advertisers.



A study by Arbitron, the media research company, found nine out of ten people notice the advertising copy on digital billboards some or most of the time and nearly two out of three find digital billboards to be a cool way to advertise.



Our high impact locations are strategically placed throughout a market to give advertisers tremendous reach to execute both general market and targeted advertising campaigns that consumers can't mute, fast forward or erase.

With several hundred digital displays and growing, this technology is transforming the industry into the most flexible and responsive of all advertising platforms.



visit our website: ccodigital.com

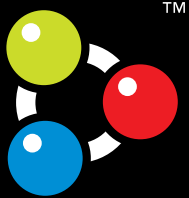


WHY DIGITAL?



FEATURES	BENEFITS
Flexibility	Customize and adapt your digital program to meet time-sensitive needs.
Efficiency	Ability to react to what works. Eliminates time and printing costs.
Community Dialogue	Build ongoing interactive relationships with consumers by creating intrigue and anticipation.
High Reach	High impact locations are strategically placed throughout our markets.
Dynamic Updates	Immediately update important web-based information.
Innovation	This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.





TM

ULTIMATE FLEXIBILITY



LAST MINUTE UPDATES



TIME-SENSITIVE MESSAGING



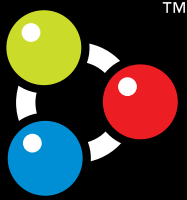
DYNAMIC CONTENT



UNLIMITED CREATIVE EXECUTIONS



CLEAR CHANNEL[®]
DIGITAL OUTDOOR NETWORK



DYNAMIC CONTENT DIGITAL IDEAS

One of the amazing things about the Clear Channel Digital Outdoor Network is how we can dynamically update information from other sources and incorporate it directly into your creative.

Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



WHAT

HOW

Headlines

We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site, other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.

Sports Scores

Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.

Time / Temp / Traffic

A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.

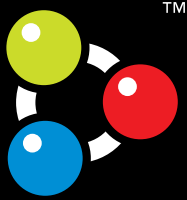
Pictures

If you have visual information that is automatically posted on a website, for instance the progress of a new business location, Clear Channel Outdoor Digital billboards can dynamically lift those pictures and include them in your creative execution. As drivers and pedestrians pass by the Digital Outdoor Network billboards, they will see the progression over time, making this a tremendous interest builder.

Upcoming Events

Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information posted dynamically.





TM

DYNAMIC CONTENT HOW IT WORKS

1

Today's
Gas Price

per gallon

**MAPLEWOOD
TOYOTA**
MINNESOTA'S #1
VOLUME DEALER

2

AAA's Media Site For Retail Gasoline Prices

Select A Market: Prices updated: 7/8/2008 2:55:46 AM

National Average
State by State Average

What's Moving the Market

National Media Contacts
Local AAA Club Media Contacts
Local AAA Clubs
Methodology

Get The Current Fuel Check For A Trip

MN Metro Averages		
Prices are in US Dollars Per Gallon.		
	Regular	Mid
Duluth-Superior (MN only)		
Current	\$3.964	\$4.123
Yesterday	\$3.956	\$4.114
Month Ago	\$3.862	\$4.017
Year Ago	\$3.024	\$3.145
Highest Recorded Average Price		
	Regular Unit	7/3/2008
	Dtl.	6/12/2008
Minneapolis-St. Paul (MN only)		
Current	\$3.940	\$4.097
Yesterday	\$3.942	\$4.099
Month Ago	\$3.857	\$4.012
Year Ago	\$3.074	\$3.197

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<div align="left"><b><font face="Arial" size="2" color="#000080">ca
are encouraged to localise fuel price stories by contacting their
local AAA club media representative.</a></font></b>
</div>
<font face="Arial, Helvetica, sans-serif" size="1"><b>MN Metro Avera
"><br><b>Duluth-Superior (MN only)
<br><b>Current</td><td>$3.964</td><td>$4.123</td><td><br><b>Yesterday</td><td>$3.956</td><td>$4.114</td><td><br><b>Month Ago</td><td>$3.862</td><td>$4.017</td><td><br><b>Year Ago</td><td>$3.024</td><td>$3.145</td><td><br></td></tr></font><br><tr><td colspan="3" align="left"><font face="Arial, Helvett
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<br><b>Current</td><td>$3.964</td><td>$4.123</td><td><br><b>Yesterday</td><td>$3.942</td><td>$4.099</td><td><br><b>Month Ago</td><td>$3.857</td><td>$4.012</td><td><br><b>Year Ago</td><td>$3.074</td><td>$3.197</td><td><br></td></tr></font><br><tr><td colspan="3" align="left"><font face="Arial, Helvett
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"><b>Rochester
<br><b>Current</td><td>$3.926</td><td>$4.083</td><td><br><b>Yesterday</td><td>$3.929</td><td>$4.086</td><td><br><b>Month Ago</td><td>$3.857</td><td>$4.011</td><td><br><b>Year Ago</td><td>$3.044</td><td>$3.166</td><td><br></td></tr></font></pre>

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3



1

A base piece of creative is designed with consideration of space for dynamic content (either text or imagery).

2

Dynamic content is selected from a client's website and pulled from the HTML source directly.

3

The source data is incorporated into the base creative, by Clear Channel, and updates whenever the client source changes ... keeping the content timely and relevant.



CLEARCHANNEL
DIGITAL OUTDOOR NETWORK

visit our website: ccodigital.com

DIGITAL MEDIA - BLUETOOTH



An innovative way to engage consumers with tomorrow's technology today.



Create a truly interactive experience by combining traditional out-of-home media with the latest in Bluetooth technology. By delivering mobile content across individually selected locations, advertisers can create even greater opportunities to instantly engage and interact with their audience.

The endless variety of download possibilities is limited only by the imagination of the advertiser. Each location will allow consumers with Bluetooth enabled cell phones, the ability to download content.

Features / Benefits

- **Dramatically Increases Recall**
Instantly engage and interact with an audience.
- **Create an Ongoing Dialogue**
Constantly update downloads to react to current market conditions.
- **Extreme Flexibility**
Compliment existing campaigns with highly customizable content management options.
- **Research and Quantify Results**
Extensive device detection and database tracking available.

Content Possibilities

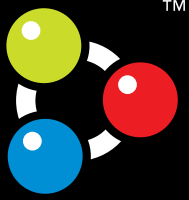
- Ringtones, wallpapers
- Content and data feeds
- Trivia / Polling
- Rich media (audio / video)
- Games

Distribution

- Airports
- Branded Cities
- Commuter Rail
- Malls
- Street Furniture
- Spectacolor



visit our website: clearchanneloutdoor.com



OTHER DIGITAL OPPORTUNITIES

**A VARIETY OF DIGITAL OPPORTUNITIES ARE AVAILABLE
FROM SEVERAL CLEAR CHANNEL DIVISIONS.
CONTACT YOUR REPRESENTATIVE FOR ADDITIONAL DETAILS.**



CLEAR CHANNEL AIRPORTS



CLEAR CHANNEL BRANDED CITIES



CLEAR CHANNEL MALLS



CLEAR CHANNEL SPECTACOLOR