

BULLETINS



Provides continuity of an advertising message throughout the year.



Benefits

- Bulletins deliver high frequency at each location.
- Builds reach over an extended period of time.
- Provides continuity of an advertising message throughout the year.
- Sustains name and image awareness.
- Assures dominance in selected areas.

Distribution

- Positioned on highly visible, heavy traffic locations such as expressways, primary arteries and major intersections.

Size

- Standard Bulletin Size: 14' h x 48' w
- Permanent Bulletin sizes may vary by location.

Extensions

- Extensions break the boundary of a bulletin's standard rectangular dimension and improve viewer attention.
- They can extend 5¹/₂' on the top, 2' on the sides and 1' on the bottom.
- Some locations have unique extension requirements, consult with your account executive before producing artwork.

Contract Term

- Typically purchased 16 weeks or longer.
- Purchased individually or by showing level.



PREMIERE PANELS[®]



Combines the creative impact of a bulletin with the reach and frequency of a poster program.



Benefits

- Targets desired consumers demographically and geographically.
- Creates and reinforces brand awareness in the marketplace.
- Builds high frequency with continuous presence.
- Stimulates sales near point-of-purchase locations.
- Combines the creative impact of a bulletin with the reach and frequency of a poster program.

Distribution

- Customized programs can cover an entire market or pinpoint desired consumer target groups.
- Rotary programs are offered in most Clear Channel Outdoor markets.

Size

- Copy Area: 12' 3" h x 24' 6" w
- Extension Size: Maximum 3' 6" h x 1' w

Extensions

- Extensions break the boundary of a panel's standard rectangular dimension and improve viewer attention.
- They can extend 3^{1/2'} on the top, 1' on the sides.
- Some locations have unique extension requirements. Consult with your account executive before producing artwork.

Contract Term

- Typically purchased 16 weeks or longer.
- Shorter term programs and rates are offered.
- Purchased individually.

POSTERS



**Clear Channel Outdoor
is only accepting
ECO•Posters.**

*Contact your
Clear Channel Representative
for a list of approved vendors.*



ECO•Poster Substrate Benefits

ECO•Posters, also referred to as One-Sheets or PE (polyethylene), feature the latest in substrate technology. This technology delivers the outstanding benefits of posting and guarantees long-term visual integrity.

- single-sheet executions - no flagging or peeling
- no more glue and paper - attach directly to the structure
- environmentally responsible / fully recyclable
- unaffected by inclement weather
- visual quality comparable to vinyl executions

Poster Benefits

- Targets specific audiences demographically and geographically.
- Creates rapid consumer top-of-mind awareness.
- Provides continuous presence, up to 18 hours every day, resulting in high frequency multiples.
- Maximizes brand awareness and is ideal for new product/service introductions.
- Provides efficiencies to media plans by lowering cost per thousand impressions.

Distribution

- Widely distributed throughout markets reflecting consumer traffic patterns.
- Located in commercial areas on primary and secondary arteries.
- Available in most Clear Channel Outdoor markets.

Size

- Copy Area: 10' 5" h x 22' 8" w

Contract Term

- Typically purchased 4 weeks or longer.



JUNIOR POSTERS



Penetrates neighborhoods and pinpoints demographic and socio-economic areas.



Benefits

- Offers versatility for short-term seasonal and regional campaigns.
- Generates brand awareness and is ideal for new product/service introductions.
- Stimulates sales near point-of-purchase locations.
- Targets pedestrians as well as motorists.
- Penetrates neighborhoods and pinpoints demographic and socio-economic areas.
- Provides efficiencies to media plans by lowering cost per thousand impressions.

Distribution

- Widely distributed throughout markets reflecting consumer traffic patterns.
- Located in commercial areas on primary and secondary arteries.
- Available in select Clear Channel Outdoor markets.

Size

- Copy Area: 5' h x 11' w

Contract Term

- Typically purchased 4 weeks or longer.

PREMIERE SQUARES®



**Strategically located
to target specific
market segments.**



Benefits

- Offers the impact of a permanent bulletin by utilizing a single-sheet vinyl face with increased creative possibilities due to its size.
- Strategically located to target specific market segments.

Distribution

- Generally purchased as permanent locations. However, rotary programs are available in some markets.
- Available in select Clear Channel Outdoor markets.

Size

- Premiere Squares® vary in size by market, please contact your local representative for specific details.

Extensions

- Extensions break the boundary of a square's standard square dimensions and improve viewer attention.
- They can extend 3¹/₂' on the top, 1' on the sides.
- Some locations have unique extension requirements, consult with your account executive before producing artwork.

Contract Term

- Typically purchased 16 weeks or longer.
- Shorter term rates and programs are offered.
- Purchased individually.



All Premiere Squares® Sold Individually

Please ask your Clear Channel Outdoor Representative for market specific availability.

WALLSCAPES



Towers above the streets, creating a spectacular landmark.



Benefits

- Accommodates a wide variety of unusual creative sizes and shapes.
- Towers above the streets, creating a spectacular landmark.
- Delivers high frequency. Reach varies by location.
- Provides dominance in key market.

Distribution

- Typically located in high profile locales.
- Penetrates areas where other out-of-home coverage is limited or unavailable.
- Available in select Clear Channel Outdoor markets.

Size

- Varies by market and location.
- See your Clear Channel Outdoor representative for size specifications.

Contract Term

- Sold individually for extended periods.



All Wallscapes Sold Individually

Please ask your Clear Channel Outdoor Representative for market specific availability.

TRANSIT SHELTER DISPLAYS



Offers outstanding visibility and quality impressions within a glass showcase.



Benefits

- Offers outstanding visibility and quality impressions with a glass showcase.
- Delivers high circulation figures due to its curb side positioning along main roadways.
- Maintains high visual impact 24 hours a day, using back-lit illumination.
- Economical medium providing low cost impressions.

Distribution

- Penetrates areas where other out-of-home coverage is limited or unavailable.
- Available in select Clear Channel Outdoor markets.

Size

- Overall Area: 47.5" w x 68.5" h
- Live Area: 44" w x 65" h

Contract Term

- Typically purchased four weeks or longer.

SAN FRANCISCO NEWSRACKS



Mass exposure to vehicular and pedestrian traffic.



*For additional information
please call:*

510/835.5900

Benefits

- High-demand, hard-to-reach Downtown San Francisco coverage; a captured population of nearly 300,000.
- Reaches desirable consumers in key enclaves such as the Financial District, South of Market (SOMA), Union Square and Market Street.
- Tremendous exposure to both vehicular and pedestrian traffic.
- 90% white collar employee base.
- Backlit to ensure the highest quality of graphic reproduction, high contrast and visibility.
- Delivers high frequency from repeated exposure to high volume of daily commuters.

Distribution

- Widely distributed along Market, Kearny, Pine, Bush and California Streets.
- Strategically placed at key retail intersections and BART stations.
- Perfect for reaching the critical business commuter.

Size

- Overall Area: 30.5" h x 59.5" w
- Live Area: 27" h x 57" w

Contract Term

- Typically purchased in 4-week flights.