

# 2012 DIGITAL MEDIA KIT

Clear Channel **OUTDOOR** :: HOUSTON  
cco**DIGITAL**.com

**OUT WOWS.**



12852 Westheimer Road Houston, TX 77077  
P 281.588.4200



**ONE OF THE NATION'S  
MOST DYNAMIC AND  
VIBRANT METROPOLITAN  
AREAS IN THE COUNTRY**

One of the nation's most dynamic and vibrant metropolitan areas in the country, Houston is the fourth largest and forecasted to be among the fastest growing in the nation. The city's population is young (median age of 34 years), multilingual, multi-cultural and educated (well above the national average).

A major international business center, Houston is home to numerous Fortune 500 companies including Hewlett Packard and Continental Airlines. And, Houston is known throughout the world for its advances in the medical, energy, high tech and aerospace industries.

Houston, already well known for the Johnson Space Center, now has a revitalized downtown. This has created a shift to move back to downtown Houston in its many upscale condos and townhomes.

# DIGITAL HOUSTON

Houston is one of the few U.S. cities that offer world-class, year-round resident companies in all four of the major performing arts. Houston has amazing Museum and Theatre Districts surrounded by hip and trendy neighborhoods all located steps from downtown.

Thanks to a healthy economy, year-round pleasant climate, central geographic location, a high quality of life and low cost of living, Houston is expected to have continued growth and economic development.



# WHY DIGITAL?

Each Digital display message can be controlled by content and image feeds from a Web or RSS source, or manually by the client or Clear Channel office.

Content can be fed anytime during the day or evening keeping your message current and relative to market conditions, demographics, day parts, inventory, importance to your business or interests to your consumer.

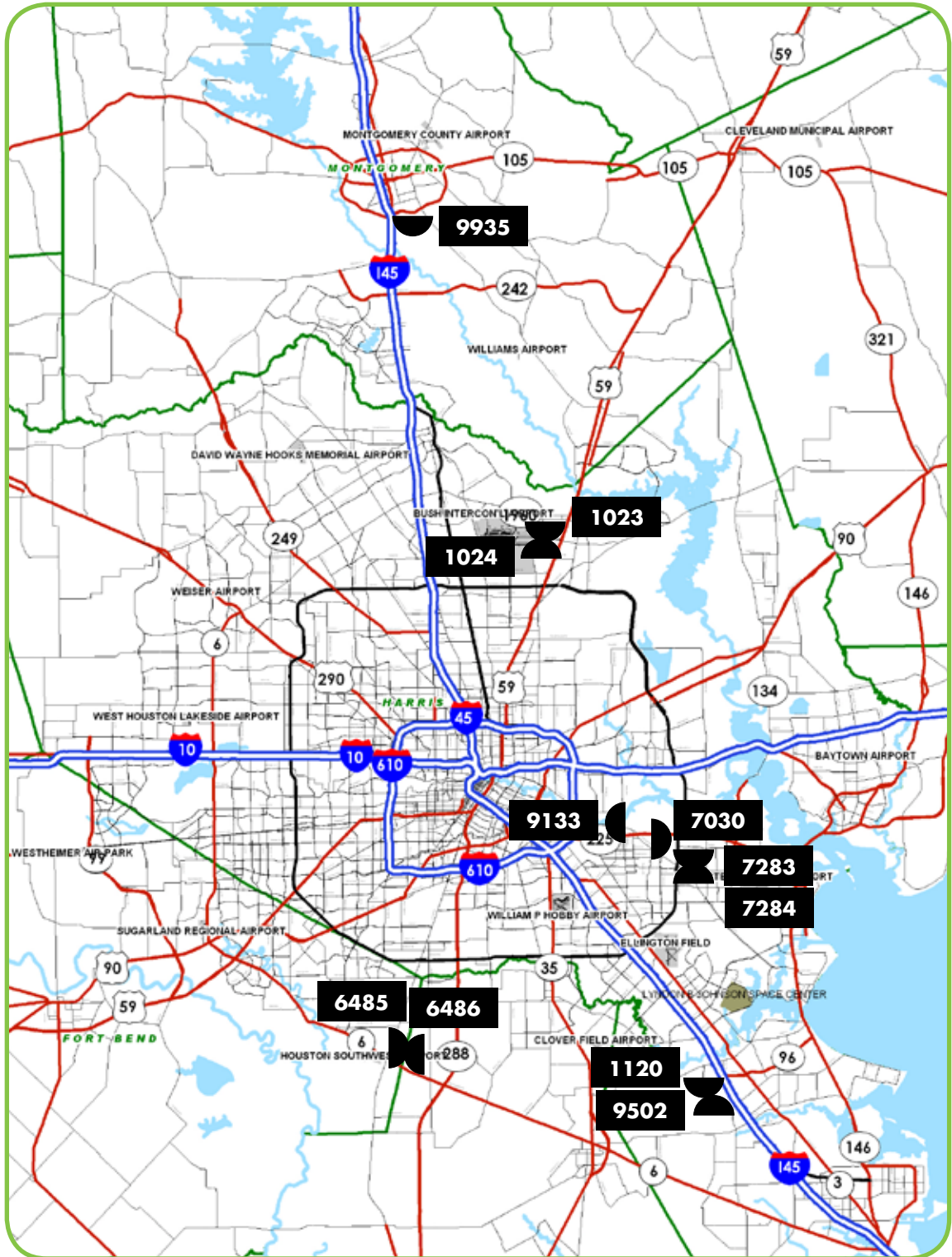


**HUMBLE  
CONROE  
LEAGUE CITY  
PASADENA  
ARCOLA**

## FEATURES / BENEFITS

- **Immediate delivery** of your targeted messages to impact your audience.
- Ability to **update your own messages in real time** to engage your consumers.
- **Unparalleled flexibility** to target and adapt your messages to the exact audience you are trying to reach.
- **Unlimited creative executions** to showcase every aspect of your product, services and image.
- **Premium, personalized services** for designing, scheduling and monitoring to help you tap into the power of digital.

# HOUSTON DIGITAL MAP





# LOCATION #1023

**Hwy 59 Eastex Frwy 0.3 miles S/O FM 1960**  
**North Facing • Weekly EOI 409.5**  
**Long: -95.271217 Lat: 29.999497**

- This digital bulletin is located in the heart of the northeast Houston DMA in the Kingwood/Humble area.
- Hwy 59 Eastex Frwy is a major multi-lane highway which connects northeast Houston to downtown. Reach commuters that are traveling to downtown Houston, Bush Intercontinental Airport and Sam Houston Toll Road (Beltway 8).
- The area around this digital bulletin has Dear Brook Mall, Bush Intercontinental Airport, car dealerships, hotels, restaurants and medical complexes. Just off Hwy 59 are upper-income residential communities, schools, golf courses and many retail centers.



# LOCATION #1024

**Hwy 59 Eastex Frwy 0.3 miles S/O FM 1960**  
**South Facing • Weekly EOI 293.7**  
**Long: -95.271206 Lat: 29.99534**

- This digital bulletin is located in the heart of the northeast Houston DMA in the Kingwood/Humble area.
- Hwy 59 Eastex Frwy is a major multi-lane highway which connects northeast Houston to downtown. Reach commuters that are traveling to downtown Houston, Bush Intercontinental Airport and Sam Houston Toll Road (Beltway 8).
- The area around this digital bulletin has Dear Brook Mall, Bush Intercontinental Airport, car dealerships, hotels, restaurants and medical complexes. Just off Hwy 59 are upper-income residential communities, schools, golf courses and many retail centers.



# LOCATION #9935

**I-45 North Frwy 200ft S/O Loop 336 ES**  
**North Facing • Weekly EOI 255.5**  
**Long: -95.456188 Lat: 30.278383**

- This digital bulletin is located in Conroe, TX which is in the north Houston DMA.
- I-45 North Freeway is a major North/South corridor running through the middle of the Houston market. This area of North Freeway is popular for motorists from Conroe traveling to The Woodlands, Spring and Houston for work and play.
- The Conroe area has upper-income residential along with a large outlet mall. Conroe is also popular for the 22,000 acre Lake Conroe which has water front property, restaurants and a wide range of water sports.



# LOCATION #1120

**I-45 Gulf Freeway 0.6 Miles South of Calder - West Side  
North Facing • Weekly EOI 347.8  
Long: -95.102275 Lat: 29.482302**

- This digital bulletin is located on I-45 Gulf Freeway south of Calder Dr. in the heart of League City. League City is located in the south Houston DMA.
- I-45 is a major North/South corridor through the Houston market and is popular for commuters traveling to and from Johnson Space Center, Houston Hobby Airport, Galveston Island, University of Houston and surrounding residential areas.
- The area around this digital bulletin has shopping centers, automotive dealerships and light industry.



# LOCATION #9502

**I-45 Gulf Freeway 0.6 Miles South of Calder - West Side  
South Facing • Weekly EOI 271.7  
Long: -95.102259 Lat: 29.482347**

- This digital bulletin is located on I-45 Gulf Freeway just north of FM 646 in the heart of League City. League City is located in the south Houston DMA.
- I-45 is a major North/South corridor through the Houston market and is popular for commuters traveling to and from Johnson Space Center, Houston Hobby Airport, Galveston Island, University of Houston and surrounding residential areas.
- The area around this digital bulletin has shopping centers, automotive dealerships and light industry.



# LOCATION #7030

**Hwy 225 1.2 miles East of Red Bluff - South Side  
West Facing • Weekly EOI 399.3  
Long: -95.176484 Lat: 29.712099**

- This digital bulletin is located on Hwy 225 between the I-610 Loop and Beltway 8 in the heart of Pasadena. Pasadena is located adjacent to the southeast side of Houston.
- Hwy 225 is a major route for the southeast Houston industrial complex. It is also a popular route for commuters traveling to and from downtown Houston from upper income areas of Kemah, Seabrook, Bayview and Clear Lake.
- The area around this digital bulletin has many industrial facilities, chemical manufacturing along with residential communities. This area also has many support facilities for the Port of Houston.



# LOCATION #9133

**Hwy 225 120ft West of Spooner - North Side  
East Facing • Weekly EOI 399.3  
Long: -95.208941 Lat: 29.711694**

- This digital bulletin is located on Hwy 225 between the I-610 Loop and Beltway 8 in the heart of Pasadena. Pasadena is located adjacent to the southeast side of Houston.
- Hwy 225 is a major route for the southeast Houston industrial complex. It is also a popular route for commuters traveling to and from downtown Houston from upper income areas of Kemah, Seabrook, Bayview and Clear Lake.
- The area around this digital bulletin has many industrial facilities, chemical manufacturing along with residential communities. This area also has many support facilities for the Port of Houston.



# LOCATION #7283

**East Belt 0.4 miles South of Pasadena Blvd. - East Side  
North Facing • Weekly EOI 166.3  
Long: -95.15559 Lat: 29.67767**

- This digital bulletin is located on East Belt (Beltway 8) in Pasadena, TX. Pasadena is located adjacent to the southeast side of Houston.
- East Belt is outer loop around the city of Houston. It is a popular route for commuters traveling to and from Houston from upper income areas of Kemah, Seabrook, Bayview and Clear Lake.
- The area around this digital bulletin has many industrial facilities, chemical manufacturing along with residential communities. This area also has many support facilities for the Port of Houston.



# LOCATION #7284

**East Belt 0.4 miles South of Pasadena Blvd. - East Side  
South Facing • Weekly EOI 217.2  
Long: -95.15556 Lat: 29.67766**

- This digital bulletin is located on East Belt (Beltway 8) in Pasadena, TX. Pasadena is located adjacent to the southeast side of Houston.
- East Belt is outer loop around the city of Houston. It is a popular route for commuters traveling to and from Houston from upper income areas of Kemah, Seabrook, Bayview and Clear Lake.
- The area around this digital bulletin has many industrial facilities, chemical manufacturing along with residential communities. This area also has many support facilities for the Port of Houston.



# LOCATION #6485

**Hwy 6 0.1 Miles East of FM 521 - North Side**  
**West Facing • Weekly EOI 46.9**  
**Long: -95.45932 Lat: 29.50682**

- This digital bulletin is located on Hwy 6 between Hwy 288 and the Fort Bend Parkway Toll Road in Arcola, TX. Arcola is located in the southwest Houston DMA.
- Hwy 6 has become an outer-loop around the Houston market. It is a popular route for commuters traveling to and from the Fort Bend County area to downtown Houston, Johnson Space Center and Galveston Island.
- The area around this digital bulletin is rapidly developing with upper-income residential, shopping centers, grocery stores and restaurants.



# LOCATION #6486

**Hwy 6 0.1 Miles East of FM 521 - North Side  
East Facing • Weekly EOI 61.3  
Long: -95.45932 Lat: 29.50682**

- This digital bulletin is located on Hwy 6 between Hwy 288 and the Fort Bend Parkway Toll Road in Arcola, TX. Arcola is located in the southwest Houston DMA.
- Hwy 6 has become an outer-loop around the Houston market. It is a popular route for commuters traveling to and from the Fort Bend County area to downtown Houston, Johnson Space Center and Galveston Island.
- The area around this digital bulletin is rapidly developing with upper-income residential, shopping centers, grocery stores and restaurants.

LAST MINUTE UPDATES



DYNAMIC CONTENT



TIME-SENSITIVE MESSAGING

# ULTIMATE FLEXIBILITY



UNLIMITED CREATIVE EXECUTIONS



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.



# DYNAMIC CONTENT

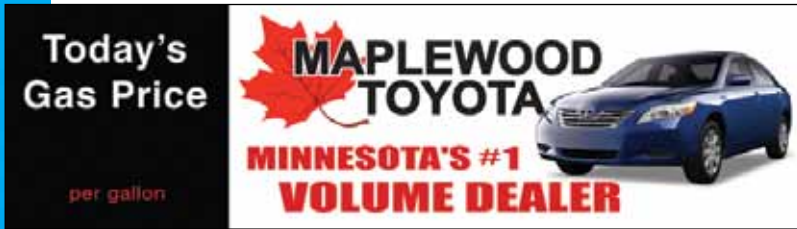
## HOW IT WORKS

WHAT	HOW
<b>HEADLINES</b>	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.
<b>SPORTS SCORES</b>	Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.
<b>TIME / TEMP / TRAFFIC</b>	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.
<b>PICTURES</b>	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.
<b>UPCOMING EVENTS</b>	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.

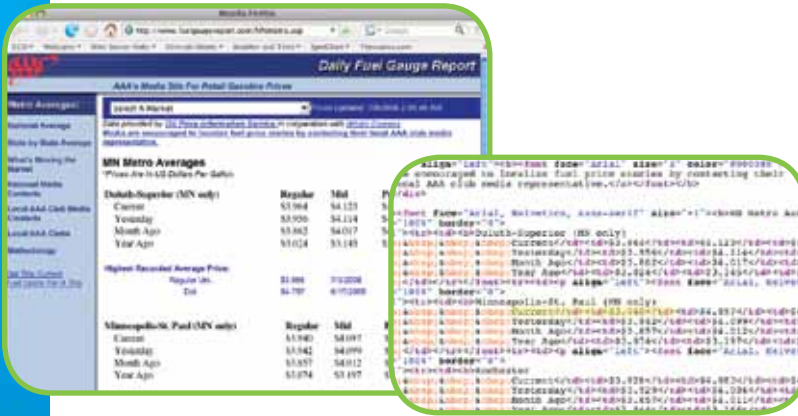


# DYNAMIC CONTENT

## HOW IT WORKS



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 clients website and pulled from the HTML source directly.

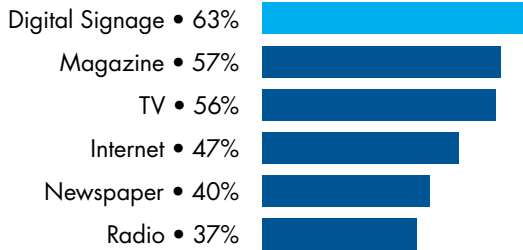


3 The source data is incorporated into the base creative, by Clear Channel, and updates whenever the client source changes ... keeping the content timely and relevant.

# DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

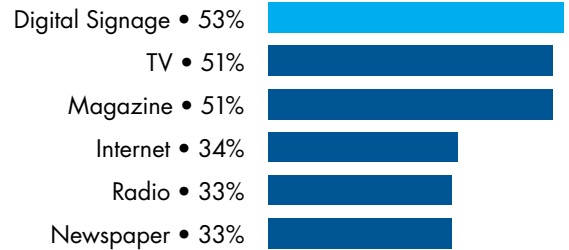
## GET MORE ATTENTION

Percentage of people who report that advertising on the media catches their attention.



## RAISE MORE INTEREST

Percentage of people who report that advertising on the media was interesting.

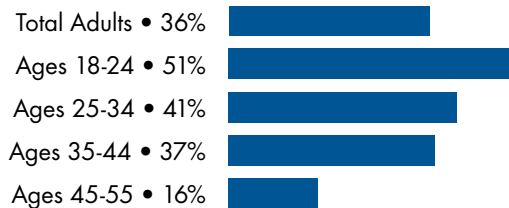


Base: Among those who have seen ads in the media in the past 12 months.

# MAKE AN IMPACT

## GET RESULTS

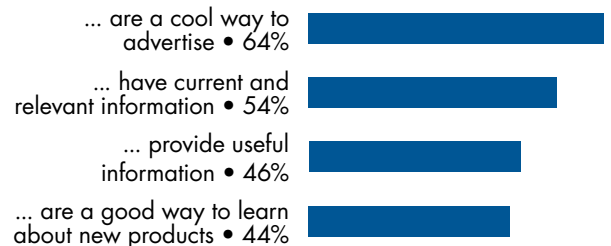
Percentage of people who took some action as a result of seeing advertising on digital signage.



Base: Among those who have seen ads in the media in the past 12 months.

## BE COOL

Digital billboards ...



# DIGITAL CREATIVE

## GUIDELINES & SPECS

### **SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.**

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

### **MAKE THE TEXT LARGE**

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

### **USE BOLD, NON-SERIF FONTS**

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

### **STICK TO ONE MESSAGE OR IDEA**

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

### **BE SHORT AND SWEET**

Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

### **COLOR**

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

### **AVOID WHITE BACKGROUNDS**

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



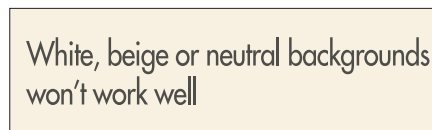
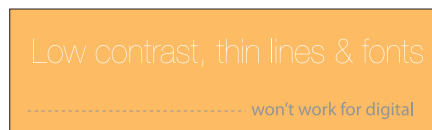
# DIGITAL CREATIVE

## USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

## DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



## PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

## FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

## TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

## DIGITAL PRODUCTION REQUIREMENTS

### FILE TYPE

Uncompressed JPG

### COLOR MODE

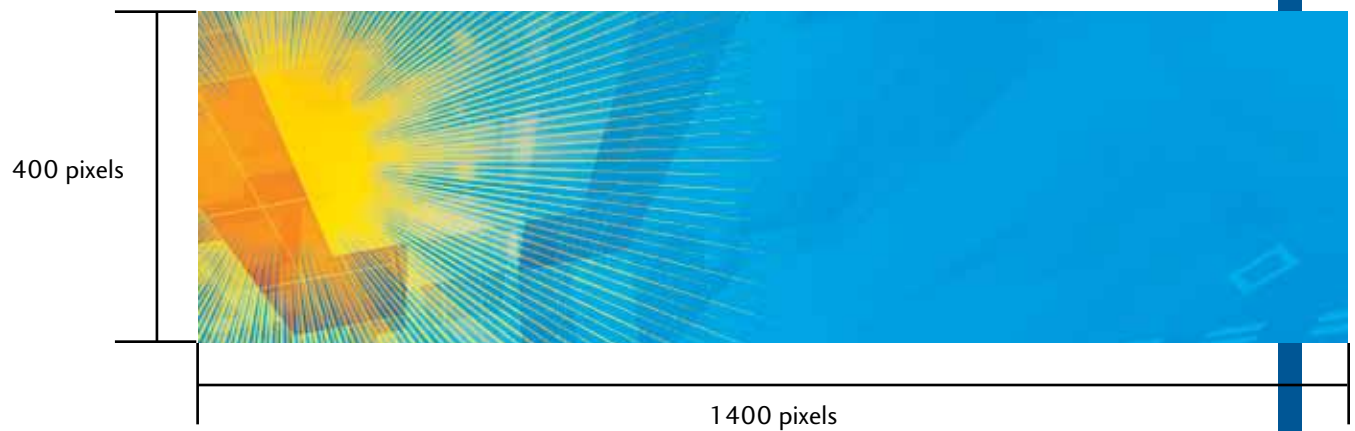
RGB

### ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w



# DIGITAL CREATIVE SPECS



## DIGITAL BULLETIN

### FILE SIZE

400 pixels H x 1400 pixels W, 72PPI

### FILE TYPE

Uncompressed JPG

### COLOR MODE

RGB