

2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: INDIANAPOLIS

OUT WOWS.



511 Madison Ave. Indianapolis, IN 46225
P 317-634-1900



**EIGHT
PREMIUM
DIGITAL FACES
TO REACH
YOUR TARGET
DEMOGRAPHIC**

Indianapolis is **“Raising the Game,”** currently sited by the Indianapolis Convention and Visitors Association 2011.

Indianapolis is *Raising the Game* with an astounding economic growth pattern across the city that can be attributed to the continuing revitalization of the downtown area, including Conseco Fieldhouse, Lucas Oil Stadium, Victory Field and the NCAA Hall of Champions.

Circle Centre Mall and a variety of world renowned museums and attractions such as: The Indianapolis Zoo, The Indianapolis Children’s Museum, Indianapolis Museum of Art, The Eiteljorg Native American History and the Indiana State Museum are all centralized in a thriving restaurant scene and a plethora of destination hotels.

Indy is home to many top-tier sporting events -- including this year’s 100th Anniversary celebration of The Indianapolis 500, The Brickyard 400, Red Bull Indianapolis GP and hosting the Super Bowl in 2012.

DIGITAL INDIANAPOLIS

Regularly hosting the NCAA basketball tournaments, Indianapolis welcomes the Big Ten Men’s and Women’s Basketball Tournament in 2011 This year Indianapolis will be hosting the NCAA Women’s Final Four Tournament.

CCO Indianapolis has constructed a Digital Network on major commuter arteries-including I-70 near the new state-of-the-art Indianapolis International Airport terminal, S.R. 67, Northwest corner of I-465 and on Fall Creek Parkway on the State Fairgrounds. This provides excellent distribution reaching four distinct traffic patterns.





DIGITAL NETWORK - 8 DIGITAL FACES

The Indianapolis market offers 8 faces in a digital network. Each unit offers premium, high-profile interstate locations and main commuter arteries.

- You will reach consumers coming into the Indianapolis city core and as they head home for the day.
- You will reach consumers as they visit the many shops, restaurants, sports venues and businesses as they are traveling downtown.

DIGITAL PROGRAMS

GENERAL MARKET CUSTOMIZABLE PROGRAM - (1-WEEK - 52-WEEKS)

Your ad will be seen once every 64 seconds continuously 24 hours per day.

1-WEEK (8 FACE DIGITAL NETWORK)*

- Generating 70,000 advertising spots and approximately 156 hours of display time.

4-WEEK (8 FACE DIGITAL NETWORK)*

- Generating 280,000 advertising spots and approximately 622 hours of display time.

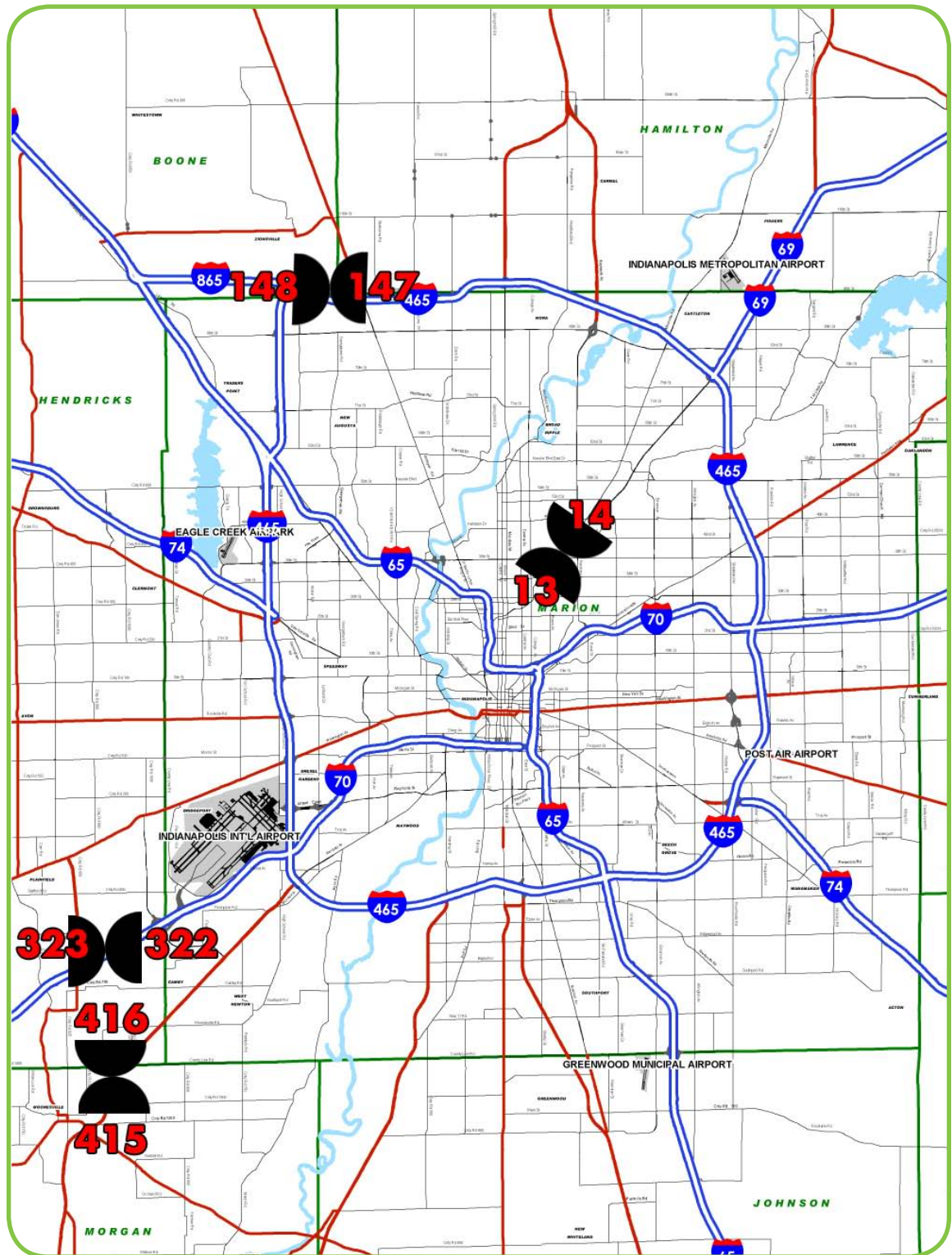
12-WEEK (8 FACE DIGITAL NETWORK)*

- Generating 840,000 advertising spots and approximately 1,867 hours of display time.

Programs can be flighted and CCO offers a digital rotary program!



DIGITAL LOCATIONS





DIGITAL NETWORK

TOTAL 4 - WEEK EYES ON IMPRESSIONS: 4.9 MILLION

LOCATION	DESCRIPTION	FACING	WEEKLY EOI
13	Fall Creek Pkwy .05 mi N/O 38th St WS	South West	93,948
14	Fall Creek Pkwy .05 mi N/O 38th St. WS	North East	122,707
147	I-465 N 1000 ft W/O 96th St SS	East	206,011
148	I-465 N 1000 ft W/O 96th St SS	West	286,406
322	I-70 W 1 mi E/O SR 267 NS	East	216,674
323	I-70 W 1 mi E/O SR 267 NS	West	164,253
415	SR 67 S 300 ft S/O Old SR 67 WS	South	63,693
416	SR 67 S 300 ft S/O Old SR 67 WS	North	83,190

WHY DIGITAL?

The Indianapolis market offers an 8 face digital network; in which CCO provides high profile Interstate and major commuter arteries.

- You will reach consumers coming into the Indianapolis city core and as they go home.
- You will reach consumers as they visit the many shops, restaurants, sports venues and businesses as they are driving around town.

Each Digital display message can be controlled by content and image feeds from a Web Site or RSS source feed, 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.



**8 DISPLAY
DIGITAL
NETWORK**

FEATURES / BENEFITS

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

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.



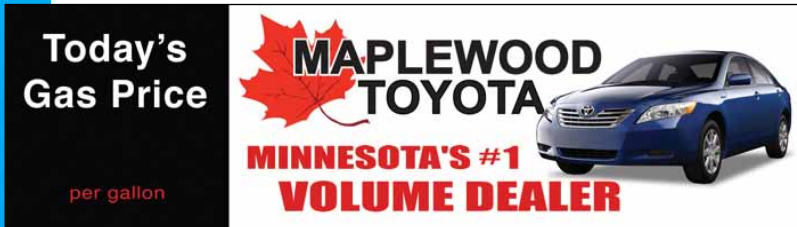
DYNAMIC CONTENT

HOW IT WORKS

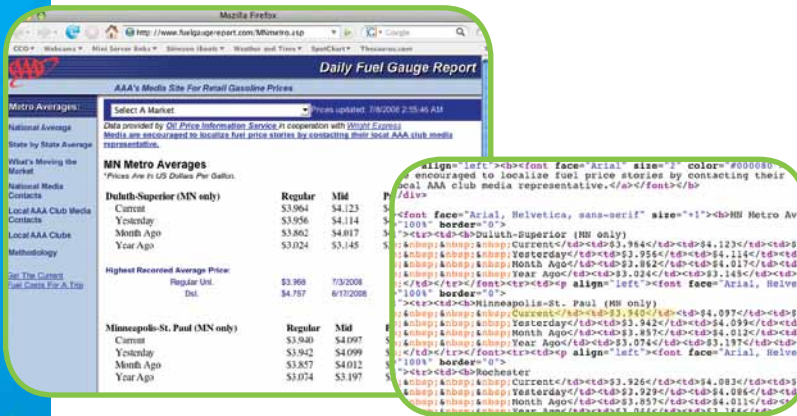
WHAT	HOW
HEADLINES	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us 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.

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 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.



INDIANAPOLIS CLIENTS

INDIANAPOLIS DIGITAL OUTDOOR NETWORK CLIENTS

20th Century Fox
 AAA Hoosier Motor Club
 Applebee's
 Arby's
 BP
 Carmel Art & Design
 Clarian Health
 Eiteljorg Museum
 Fifth Third Bank
 First Merchants Bank
 Fox Sports
 Gen Con
 Grendell Mix & Mulch
 Hendricks Regional Health
 Hoosier Lottery
 Hoosier Park at Anderson
 Hollywood Casino
 Indiana Fever
 Indiana Live! Casino
 Indiana Pacers
 Indiana State University
 I.U. Department of Athletics

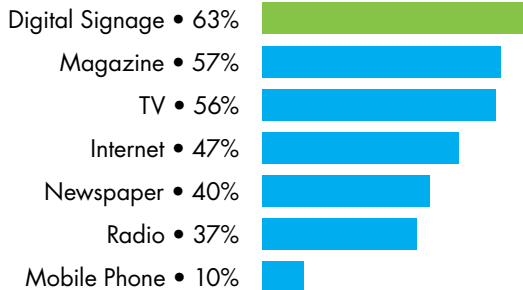
Indiana Wesleyan University
 IHSAA
 Indianapolis Colts
 Indianapolis Home Show
 Indianapolis Int'l Airport
 Indianapolis Star
 Indianapolis Zoo
 Indianapolis Children's Museum
 McDonald's
 Morgan Hospital
 National City Bank
 RE/MAX
 St. Francis Hospital
 St. Vincent Hospital
 Tire Barn
 TNT
 Verizon Wireless
 WKLU
 WRTV
 WTHR
 WXIN



DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

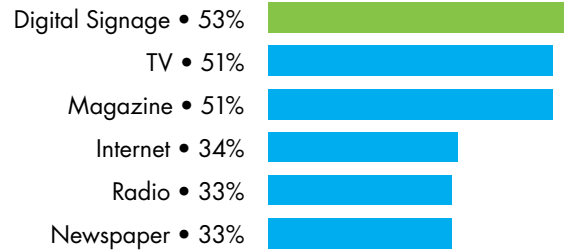
Percentage of people who report that advertising on the media catches their attention.



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

RAISE MORE INTEREST

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

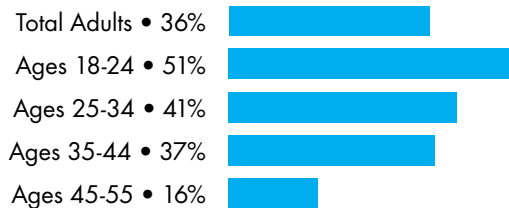


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

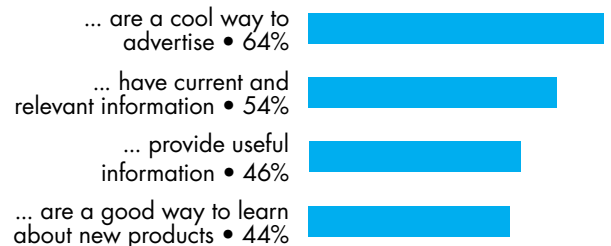
Percentage of people who took some action as a result of seeing advertising on digital signage.



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

BE COOL

Digital billboards ...



Base: Persons 18 years+ living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.



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

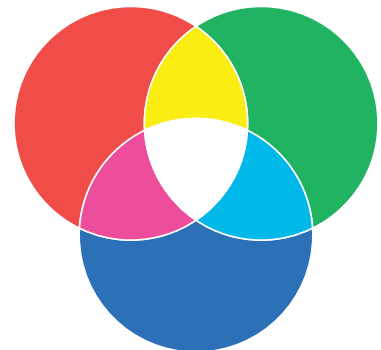
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

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.



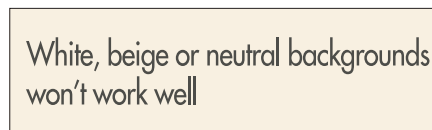
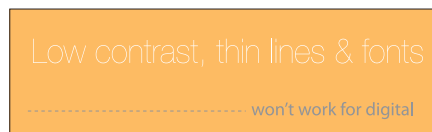
DIGITAL CREATIVE

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

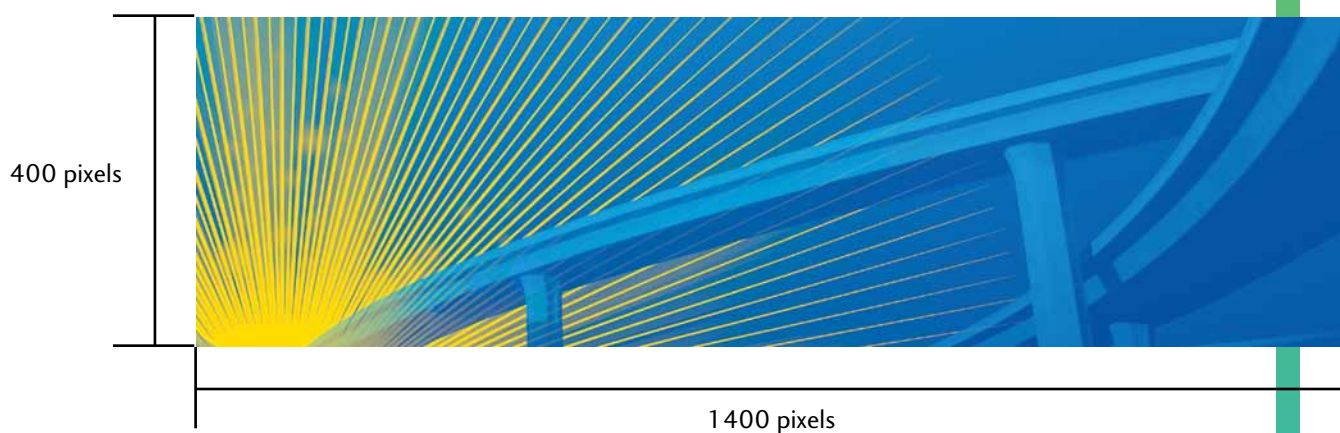
COLOR MODE

RGB

ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w

DIGITAL CREATIVE SPECS



DIGITAL BULLETIN

FILE SIZE

400 pixels h x 1400 pixels w

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB

DON MANAGER

Marie R. Stonestreet

E-MAIL OR FILE EXCHANGE ARTWORK TO:

indyart@clearchannel.com