

2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: PHOENIX

OUT WOWS.



4686 E. Van Buren, Suite 200 Phoenix, AZ 85005
P 602.957.8116



**MORE THAN
325 DAYS
OF ANNUAL
SUNSHINE**

No matter what time of year you visit Greater Phoenix, you'll find plenty of things to see and do. More than 325 days of annual sunshine mean you can count on exceptional weather as you experience the rich diversity of our Sonoran Desert playground.

Our near-perfect weather goes hand-in-hand with exciting recreation and adventure activities, which are enjoyed year-round. Experience a wide range of tours and sightseeing excursions, whether by Jeep or hot-air balloon, on horseback, or even by boat. Of course, golf is one of the most popular outdoor activities, as Greater Phoenix provides more than 200 pristine courses.

More than three dozen luxurious resorts are scattered throughout the Valley, many of which provide spectacular spas that offer special treatments native to Arizona. Visitors also take pleasure in an exceptional dining scene, which features everything from savory steaks to exquisite Southwestern fare. Then, once you're full, take advantage of the area's dynamic nightlife.

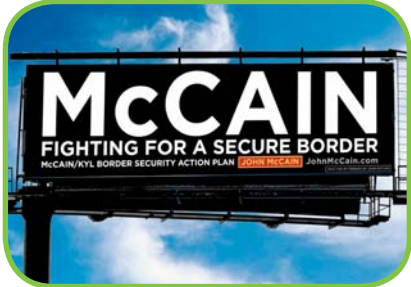
DIGITAL PHOENIX

Thanks to several major projects and developments in Downtown Phoenix – Copper Square, the area is brimming with energy and excitement. Arts and performances flourish throughout the metro area.

Phoenix is also home to major sports teams; Phoenix Coyotes (NHL), Arizona Cardinals (NFL), Phoenix Suns (NBA) and Arizona Diamondbacks (MLB), Greater Phoenix also provides two NASCAR Nextel Cup races (every April and November). 15 MLB teams make the area home during the spring Cactus League.

Phoenix continues to grow reaching 11th in DMA market size for 2011.





6 NETWORKS

The Phoenix Market offers 6 networks, each offering premium, high-profile Interstate and Downtown units.

- You will reach consumers coming into the Phoenix 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

1-WEEK:

Your ad will be seen once every 64 seconds continuously 17 hours per day.

- Generating 40,152 advertising spots over a 1-week period (based on a 6 unit network)

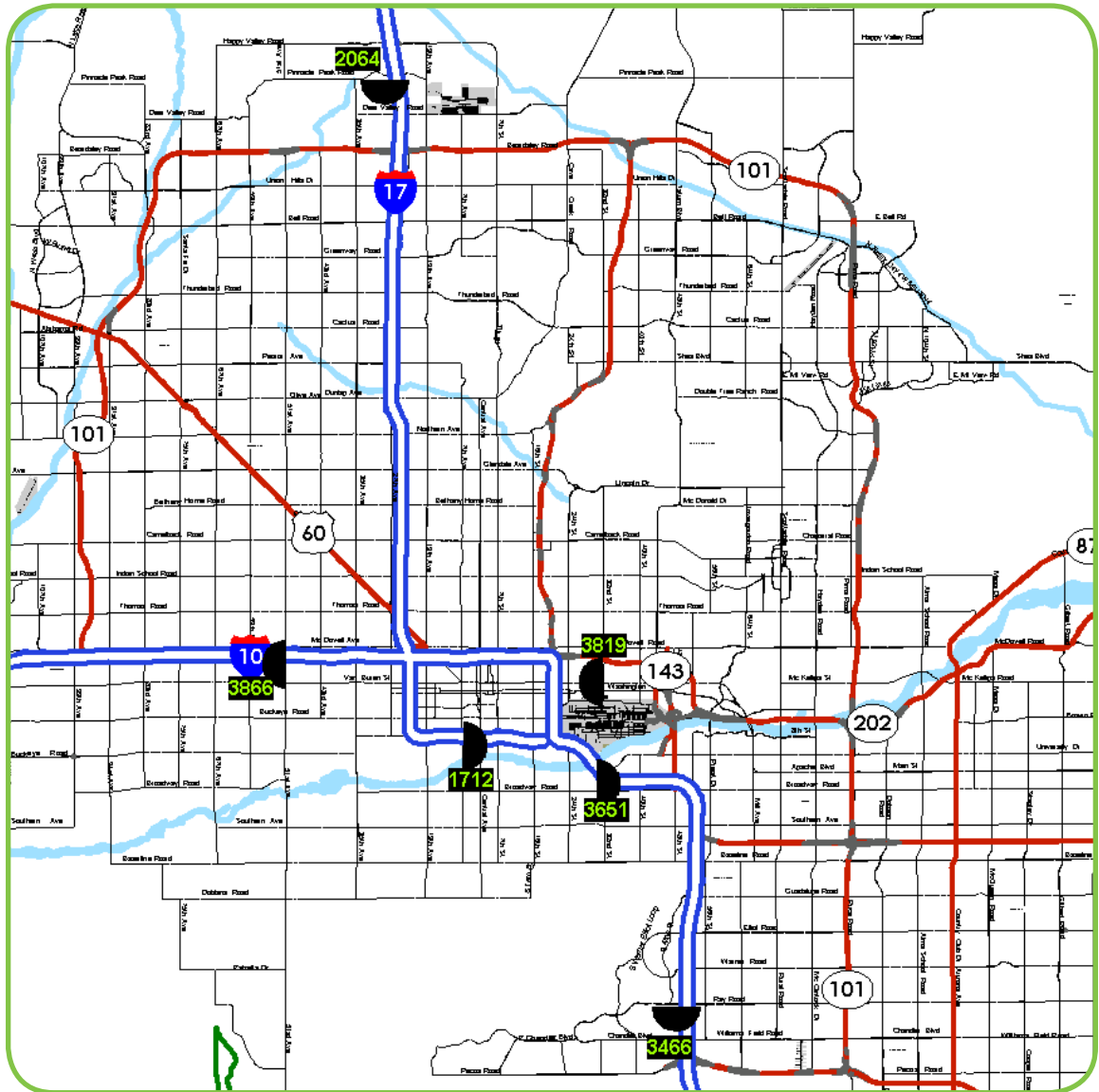
4-WEEK:

Your ad will be seen once every 64 seconds continuously 17 hours per day.

- Generating 160,608 advertising spots over a 4-week period (based on a 6 unit network)



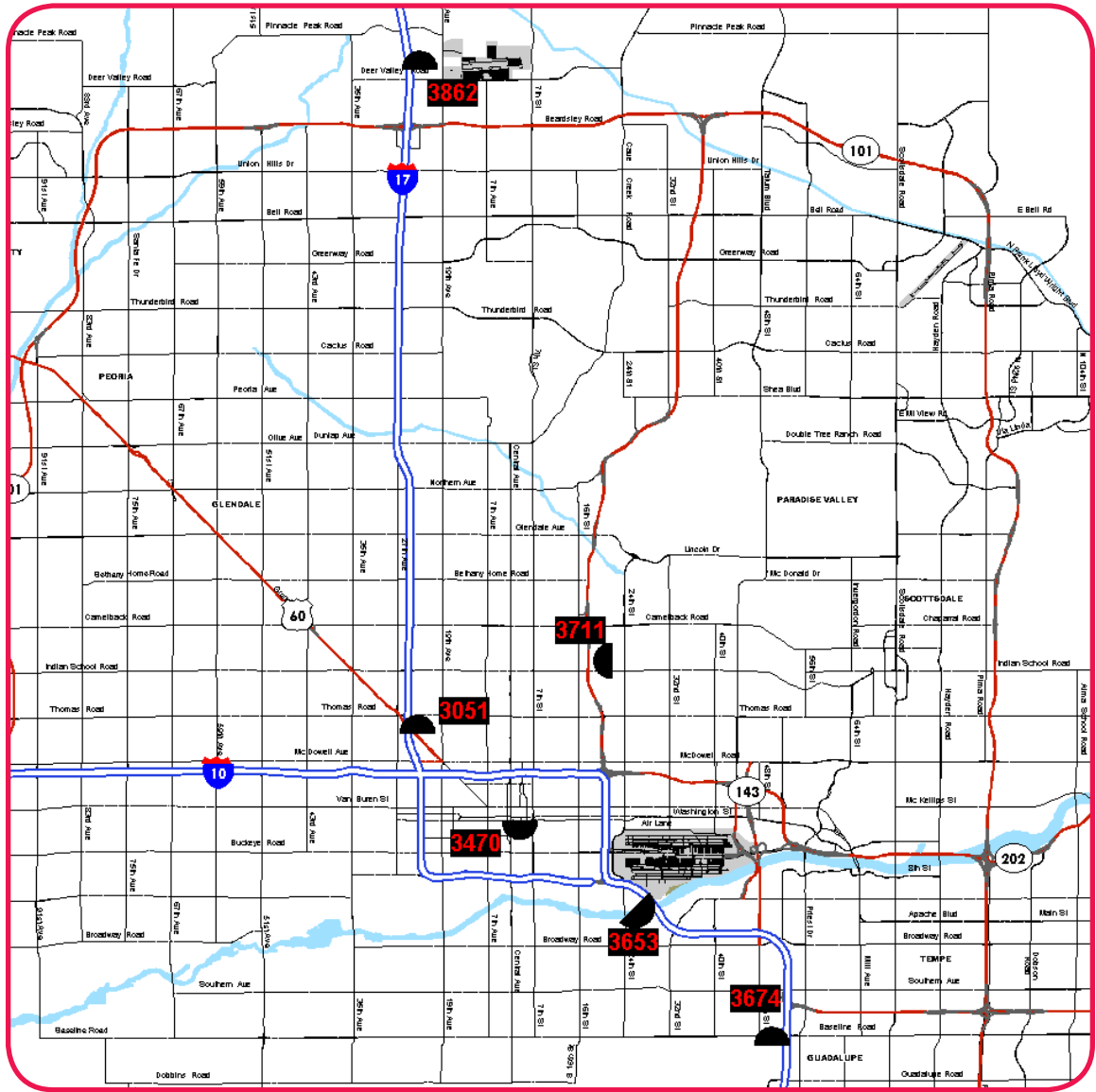
GREEN NETWORK



TOTAL EYES ON: 11.8 MILLION

LOCATION	DESCRIPTION	FACING	EOI
3866	I-10 west of 51st Ave.	East	1,666,824
3651	I-10 and Salt River	West	3,866,808
3819	Washington St. west of 27th St.	East	341,624
3466	I-10 south of Ray Rd.	North	1,885,908
1712	I-17 West of 3rd Drive	West	1,367,236
2064	I-17 south of Pinnacle Peak	North	2,704,156

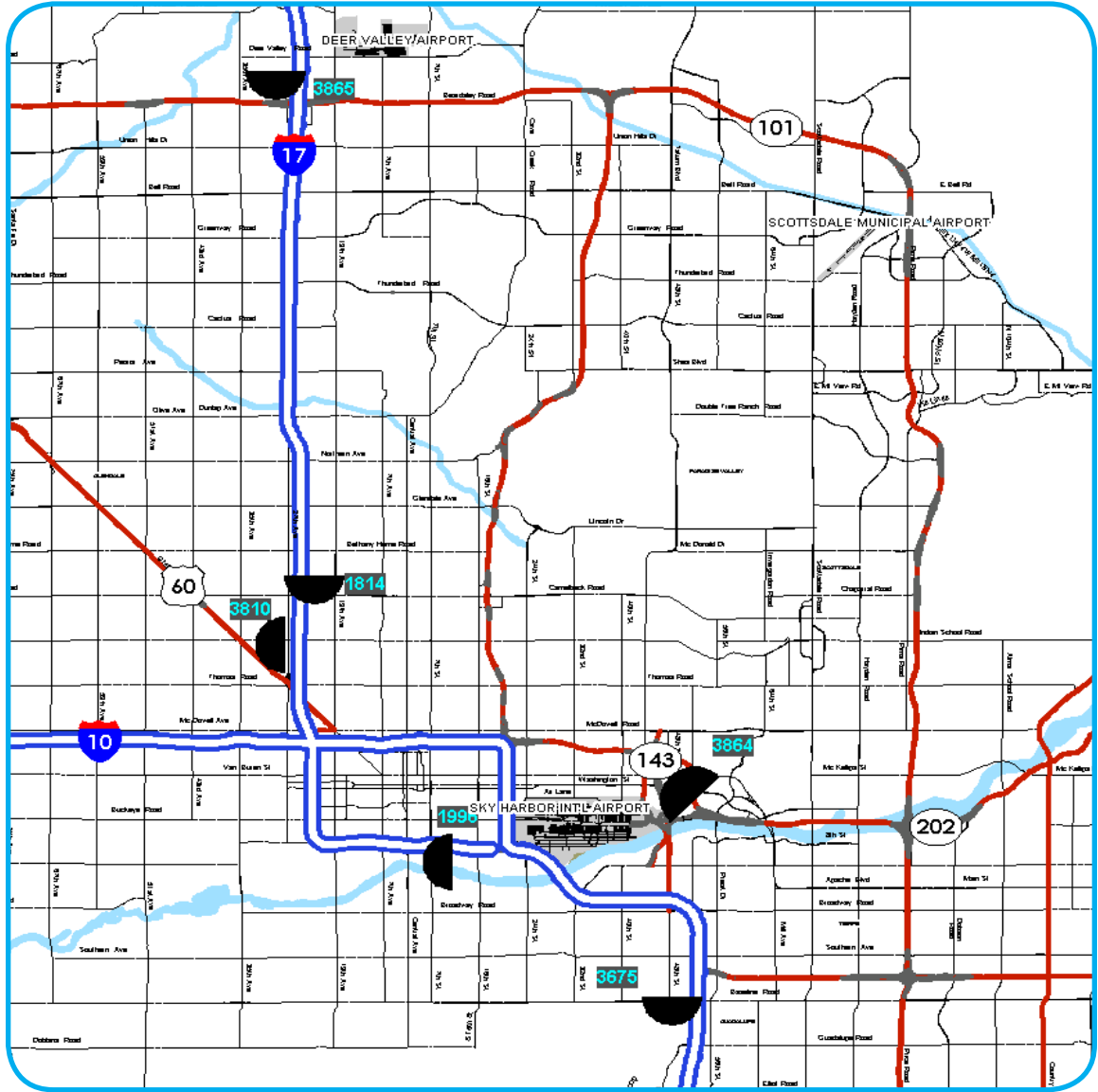
RED NETWORK



TOTAL EYES ON: 9.5 MILLION

LOCATION	DESCRIPTION	FACING	EOI
3470	7th Street south of Lincoln	North	455,344
3653	I-10 East of Salt River	West	3,676,268
3674	I-10 south of Baseline	South	1,549,608
3711	Indian School East of SR 51	East	472,552
3862	I-17 south of Williams Rd.	South	1,317,112
3051	I-17 south of Cypress	North	2,044,140

BLUE NETWORK

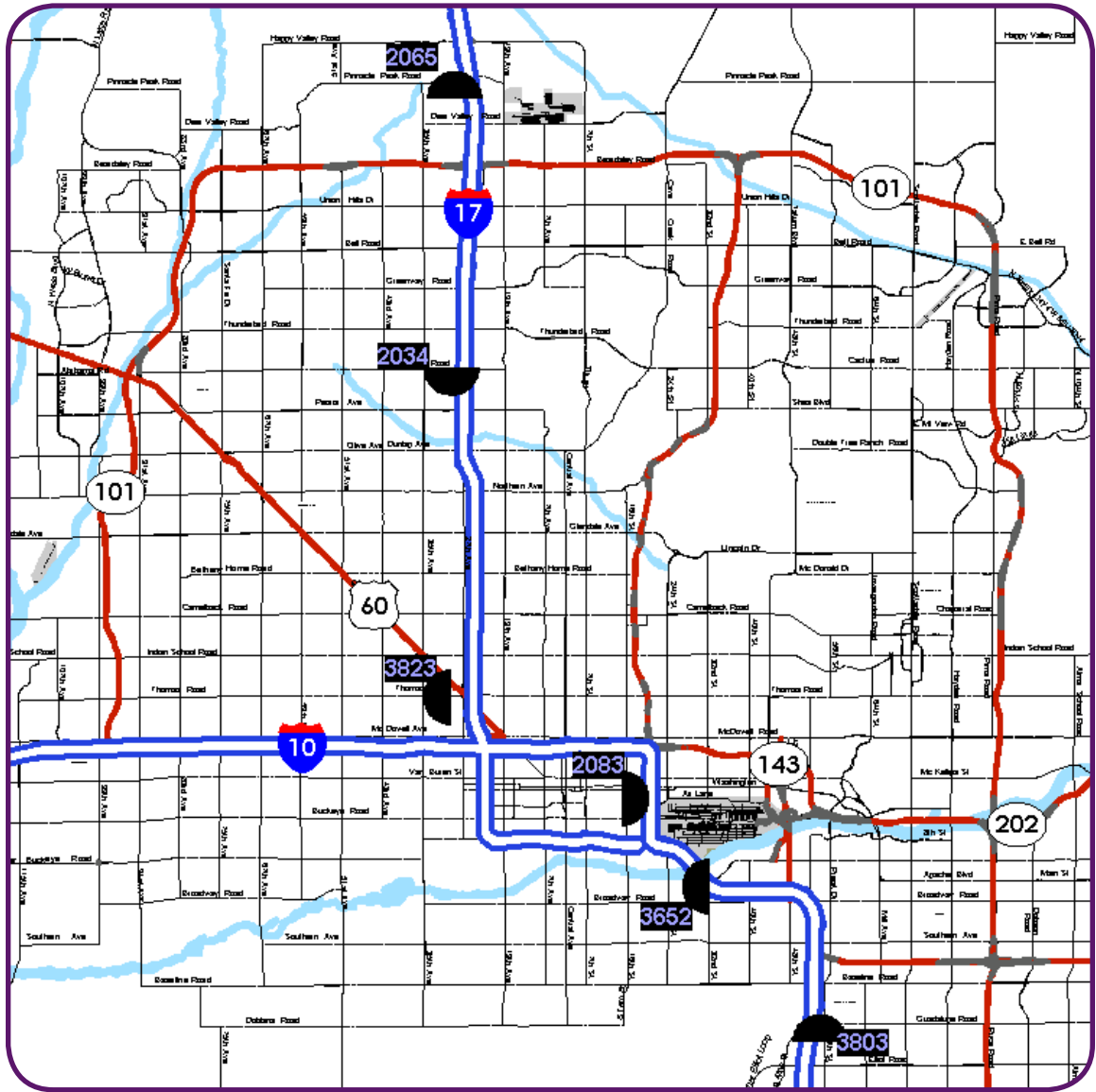


TOTAL EYES ON: 8.8 MILLION

LOCATION	DESCRIPTION	FACING	EOI
1814	I-17 north of Camelback	North	2,105,700
3865	I-17 south of Deer Valley	North	1,409,556
1996	I-17 west of 14th St	East	1,490,720
3864	Loop 202 south of Washington at 51st St	East	880,164
3675	I-10 south of Baseline	North	2,415,316
3810	Indian School west of I-17	East	487,672



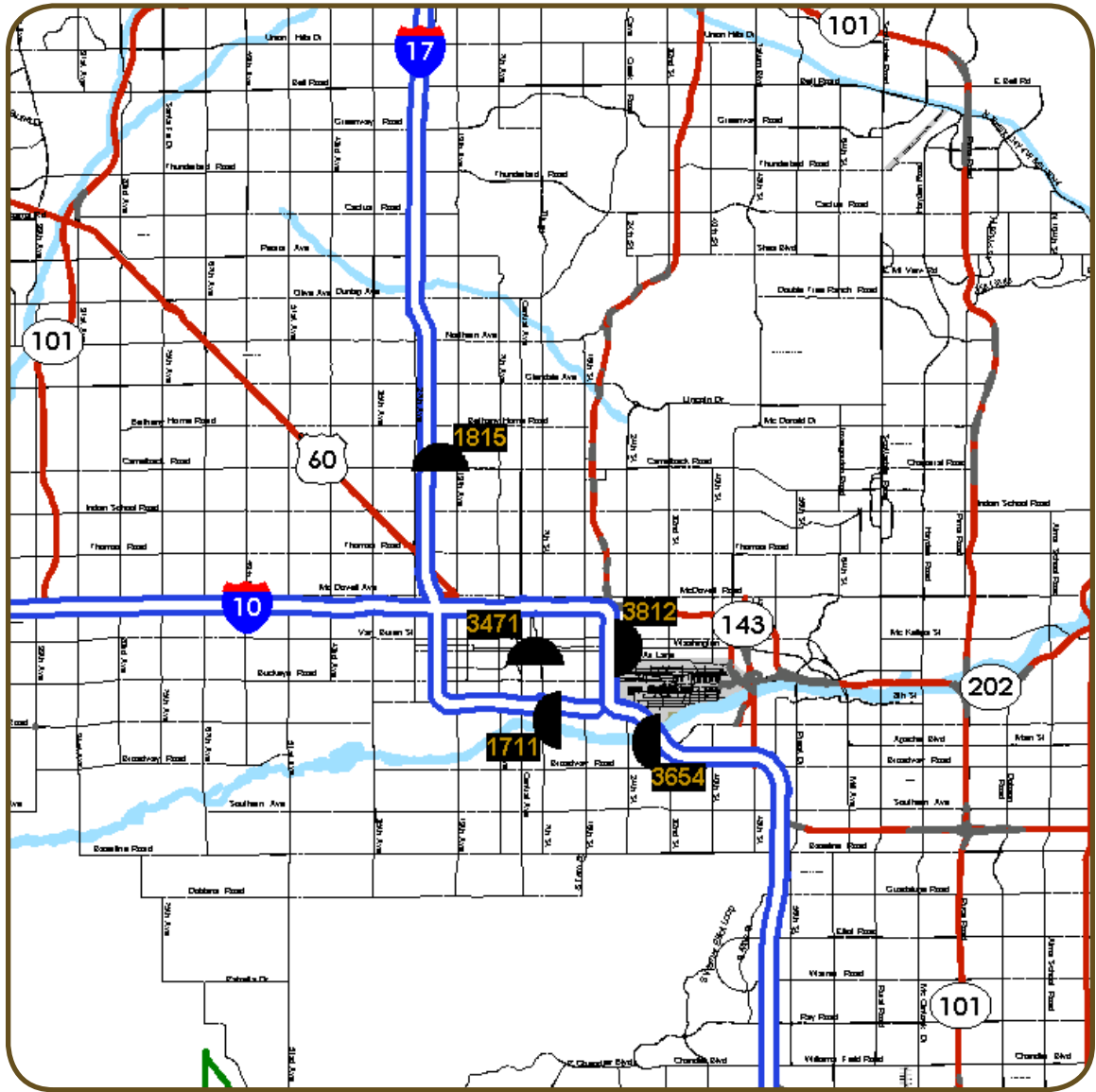
PURPLE NETWORK



TOTAL EYES ON: 9.7 MILLION

LOCATION	DESCRIPTION	FACING	EOI
2034	I-17 north of Larkspur	North	2,952,408
2083	I-10 at Jefferson	West	21,280
2065	I-17 south of Pinnacle Peak	North	2,344,132
3823	Thomas Rd East of 29th Ave	East	347,440
3803	I-10 n/o Elliott	South	595,799
3652	I-10 at Salt River	East	2,786,848

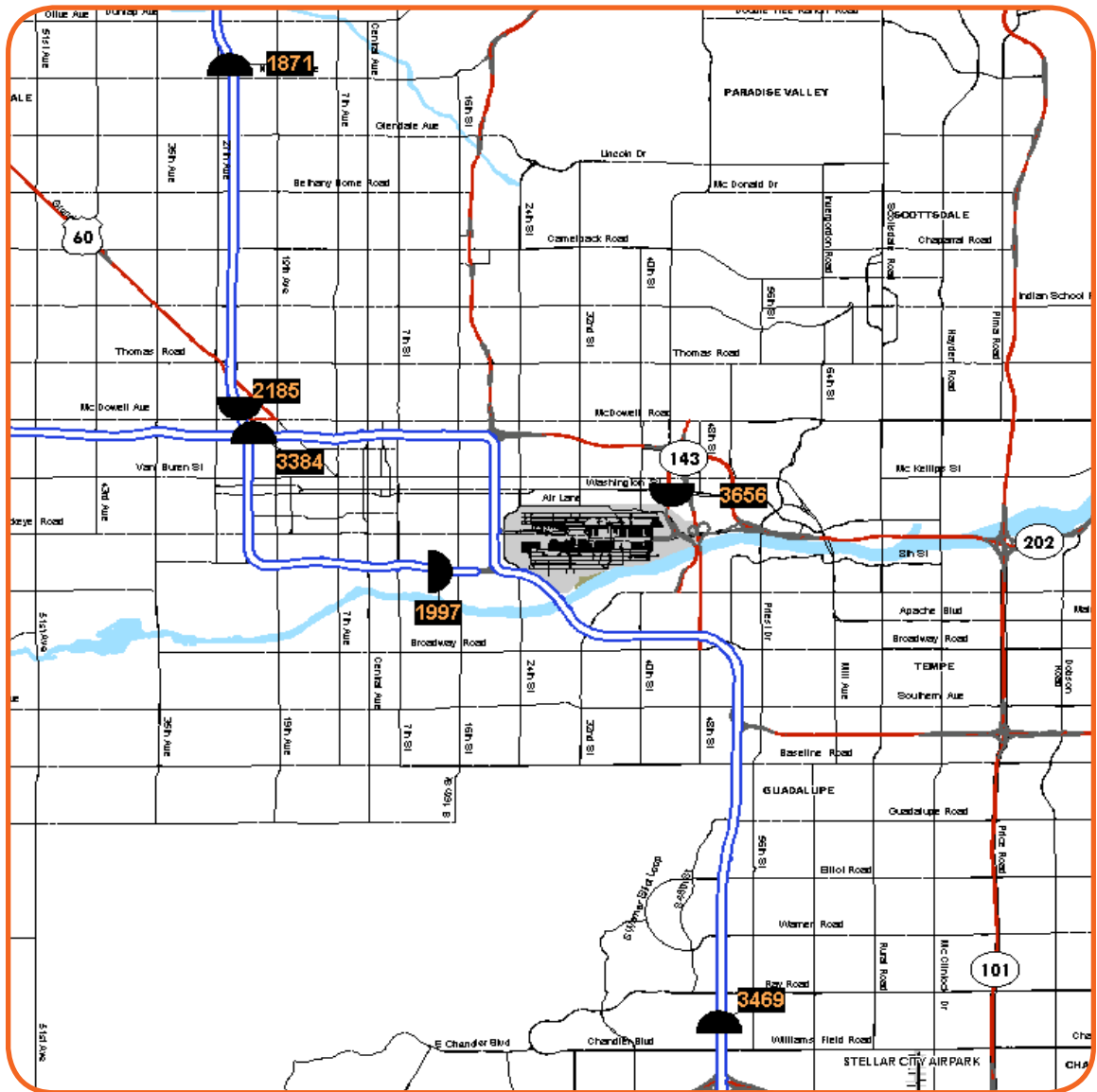
BROWN NETWORK



TOTAL EYES ON: 8.7 MILLION

LOCATION	DESCRIPTION	FACING	EOI
1815	I-17 north of Camelback	South	2,947,976
1711	I-17 at 3rd Drive	East	1,031,032
3654	I-10 East of Salt River	East	2,786,848
3471	7th Street North of Lincoln	South	353,400
3812	Jefferson at 18th Street	West	225,088

ORANGE NETWORK



TOTAL EYES ON: 8.5 MILLION

LOCATION	DESCRIPTION	FACING	EOI
1871	I-17 & Northern	South	1,751,860
3469	I-10 South of Ray Rd	South	1,195,060
1997	I-17 west of 14th St	West	1,130,064
3656	Hohokam South of Washington	North	651,208
2185	I-17 & Granda	North	2,044,140
3384	I-17 & I-10 at the Papago Ramp	South	718,728

WHY DIGITAL?

The Phoenix Market offers five networks, all offering high profile Interstate and Downtown units.

- You will reach consumers coming into the Phoenix 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 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.



**35 DISPLAYS
6 NETWORKS**

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.

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.

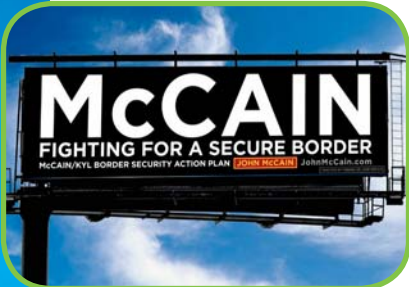
Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



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.



PHOENIX CLIENTS

LOCAL PHOENIX DIGITAL OUTDOOR NETWORK CLIENTS

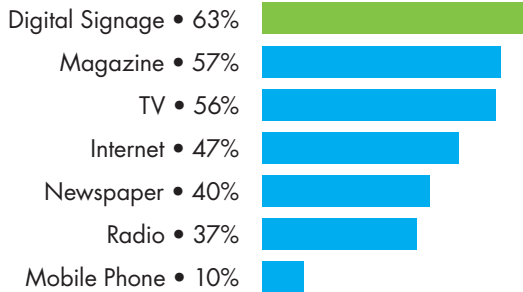
Phoenix Cootes
 Arizona Republic
 Arribas Mexican Grill
 ASU
 AZ Game & Fish
 AZ Auto Show
 Bela Rosa Apartments
 Belo Channel 3 TV
 Carrabbas
 Coca Cola
 DISH Network
 E-News
 GEICO
 FOX 10 TV
 FOX NETWORK
 FOX SPORTS
 KTAR Radio
 Lake Powell Resorts

Live Nation
 Madison Ave Day Spa
 M&I Bank
 momslikeme.com
 MY 45 TV
 Peter Piper Pizza
 Phoenix Raceway
 RideNow Power Sports
 Paramount Pictures
 Tempe Honda
 The Peak Radio
 Thorobred Chevy
 US Border Patrol
 Verizon Wireless
 US Bank
 Western Inter. Univ.
 Yamaha Motorcycles

DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

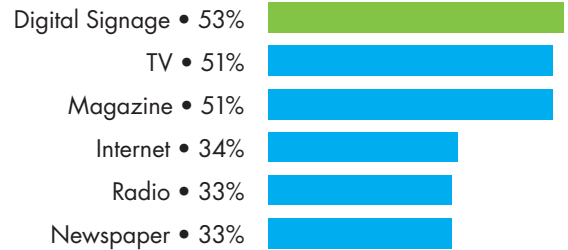
Percentage of people who report that advertising on the media catches their attention.



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.

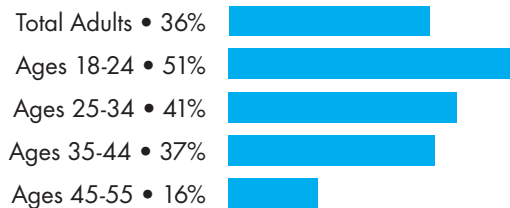


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

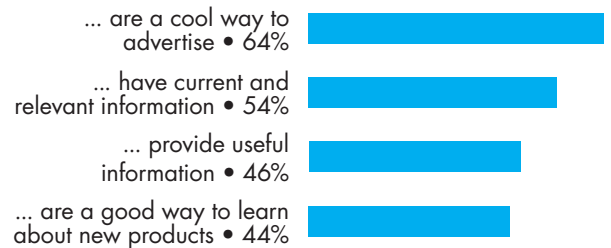
Percentage of people who took some action as a result of seeing advertising on digital signage.



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

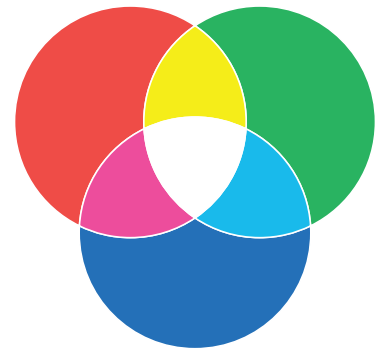
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

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.



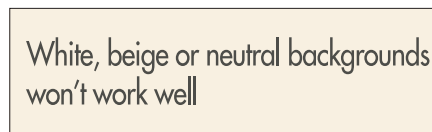
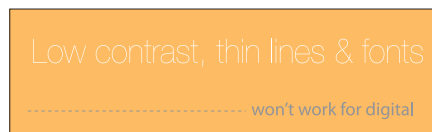
DIGITAL CREATIVE

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

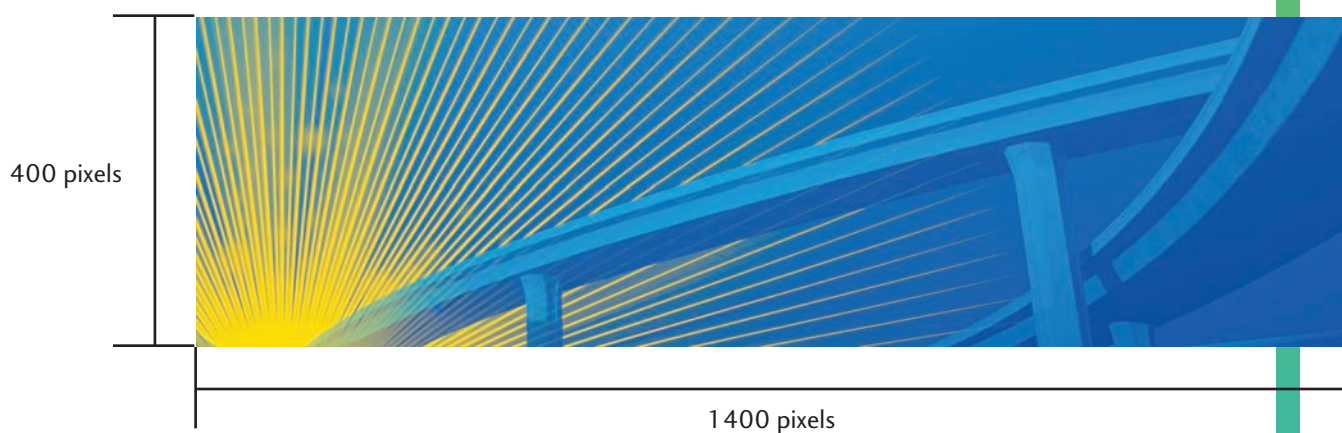
COLOR MODE

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