ONE Market Profiles
   New York DMA
   Events

TWO Your Strategic Partner
   Why Outdoor
   Why Clear Channel Outdoor
   Advantages
   Online Resources
   Multicultural Initiative

THREE Products
   Bulletins
   Wallscapes
   30-Sheet Posters
   Premiere Panels
   Premiere Square
   Illuminated Street Displays
   Digital Street Network
   Transit Shelter Displays
   Mall
   Taxi
   Airports

FOUR Creative
   Examples
   Specifications
   Design Tips
   Embellishments

FIVE National
   National Market Coverage
   Markets by Product
   Products by Markets
The New York Market, which is comprised of New York City's five boroughs, Suburban New York, Northern New Jersey and Fairfield County, Connecticut, represents the largest dollar sales region for advertising exposure, retail sales and effective buying income in the United States.

New York has long been recognized as the world’s cultural and economic center. This market forms a radius of 19 counties throughout New York, New Jersey and Connecticut, all feeding into Manhattan. Of the 15+ million people that make up the New York market, nearly 4,000,000 live in the New Jersey metro area alone.

The region is corporate headquarters to many companies such as AT&T, Samsung Electronics and Best Foods. Several large pharmaceutical companies including American Home Products, Johnson & Johnson and Schering-Plough are headquartered in the area.

New York City commuters live in the surrounding upscale suburbs of New York, New Jersey and Connecticut. The New York market is also a mecca for retail sales. From Macys and Saks 5th Avenue in New York, to the New Jersey mega-malls, there is an abundance of shopping areas.

There are also a large number of sports and entertainment complexes throughout the market. The Giants Stadium and the Meadowlands Sports Arena and Racetrack in New Jersey draw spectators from the surrounding areas, while New York offers Madison Square Garden, Shea Stadium, Yankee Stadium and the Yonkers Racetrack, to name a few.

Clear Channel Outdoor offers Wallscapes, Bulletins, 30-Sheet Posters, Premiere Panels, Illumininated Street Displays, Transit Shelters as well as the Digital Street Network. These units target pedestrians and commuters as they travel the city streets, highways, interstates and local arterials connecting New York City to the surrounding suburban areas of New York, New Jersey & Connecticut.
The New York Area thrives with events for every interest year-round. While it would be nearly impossible to list every event for every season, here is a partial list to help plan your outdoor campaign and selectively target your audience.

<table>
<thead>
<tr>
<th><strong>JANUARY</strong></th>
<th><strong>SEPTEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Starry Nights (Live jazz first Friday of month)</td>
<td>Labor Day Parade</td>
</tr>
<tr>
<td>New York National Boat Show</td>
<td>New York Film Festival</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FEBRUARY</strong></th>
<th><strong>OCTOBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Westminster Kennel Club Dog Show</td>
<td>NYC Underground Comedy Festival</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>Union Square Autumn Fair</td>
</tr>
<tr>
<td>Ringling Brothers and Barnum &amp; Bailey Circus</td>
<td>New York City Marathon</td>
</tr>
<tr>
<td>St. Patrick’s Day Parade</td>
<td>Veteran’s Day Parade</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>APRIL</strong></th>
<th><strong>NOVEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York International Auto Show</td>
<td>Tree Lighting at Rockefeller Center</td>
</tr>
<tr>
<td>The Big Swim</td>
<td>Macy’s Thanksgiving Day Parade</td>
</tr>
<tr>
<td>Tribeca Film Festival</td>
<td>Madison Avenue Holiday Expo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MAY</strong></th>
<th><strong>DECEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>National Tourism Week</td>
<td>Times Square New Year’s Eve</td>
</tr>
<tr>
<td>Great Five Boro Bike Tour</td>
<td><strong>JUNE</strong></td>
</tr>
<tr>
<td>Ninth Avenue International Food Festival</td>
<td>JVC Jazz Festival</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>JUNE</strong></th>
<th><strong>JULY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>JVC Jazz Festival</td>
<td>New York City Tap Festival</td>
</tr>
<tr>
<td>State Fair Meadowlands (New Jersey)</td>
<td>July Fourth</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>JULY</strong></th>
<th><strong>AUGUST</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincoln Center Festival</td>
<td>Harlem Week</td>
</tr>
<tr>
<td>Midsummer Nights Swing</td>
<td>Lincoln Center Out-of-Doors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AUGUST</strong></th>
<th><strong>SEPTEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York International Fringe Festival</td>
<td>Labor Day Parade</td>
</tr>
<tr>
<td>U.S. Open Tennis</td>
<td>New York Film Festival</td>
</tr>
</tbody>
</table>

We are in the business of assisting our customers and partners grow their businesses.” - First line of the Clear Channel Creed
CONTINUOUS PRESENCE

Outdoor gives advertisers a continuous, effective advertising presence in the market place with extensive reach and frequency. With its ability to target audiences quickly, accurately and cost effectively, outdoor is an excellent addition to the media mix.

Outdoor allows you to reach customers that other media often miss or do not reach effectively.

Outdoor creates a bold visual impression which generates strong impact, high awareness, image, continuity and name recognition of your advertising message.

The chart above illustrates Dr. Walter Dill Scott’s research about the effectiveness of the repetition. His studies at Northwestern University indicate how quickly consumers forget a message if not constantly reminded.

MORE BANG FOR THE BUCK

The following example indicates the value outdoor gives you when compared to another popular advertising medium. Three quarter-page insertions in a local newspaper over a 1-month schedule period are compared with 15 transit shelter displays over a 1-month schedule period.
As the consumers continue to gain mobility, most advertising media are losing strength due to the increasing distractions. Fragmentation occurs as your target audience gains too many choices from satellite TV and radio as well as millions of websites and hordes of junk mail.

Only Clear Channel Outdoor allows you to reach more customers than other media that often miss or do not reach them at all. And we lead the pack in finding new ways to reach them with initiatives such as multicultural marketing, new products and new digital technology implementation.

We offer you a continuous, effective advertising presence in the New York Area, with extensive reach, frequency and impact. We also offer more products and resources than our competitors giving you the ability to target audiences quickly, accurately, and cost effectively.

To reach your target audience more effectively and efficiently choose Clear Channel Outdoor. With nearly 100 years of commitment and customer service, Clear Channel Outdoor is the most established outdoor advertising company in the nation. Regardless of which of our products are used to deliver the message...

“...THE CHOICE IS CLEAR!”
Clear Channel Outdoor is the country’s leading outdoor advertising company. In the New York DMA, we offer the following advantages:

**OPTIONS**
Clear Channel Outdoor dominates the New York Market with an unprecedented inventory of wallscapes, bulletins, scaffoldings, posters, urban panels, transit shelters, illuminated displays and new full motion digital technology all in key areas. This, in addition to our ability to custom tailor your Hispanic showing, means you can target your audience more effectively.

**EXPERIENCE**
As the long-standing leader in the market, Clear Channel Outdoor offers the distinct advantage of experience. In management, in sales and in our production crews, we have many veterans of the industry - people who continue to set the standards for quality and service.

**CREDIBILITY**
Our commitment is to provide the most detailed and accurate representation of outdoor advertising’s performance abilities. We utilize standard accepted formulas for reach, frequency and GRP delivery statements. In addition, our per-unit and average circulation figures are authenticated by the Traffic Audit Bureau, an independent agency with membership consisting of advertisers, advertising agencies and outdoor companies.

**MARKETING SERVICES**
The success of your advertising efforts is important to us. To this end, we provide custom marketing research, demographic and geographic market studies, pre- and post-buy analysis, promotion tie-in assistance, consumer research, graphic design and creative services, computerized media planning, and more.

**RESEARCH**
Clear Channel Outdoors’ state-of-the-art Profiles database offer advertisers information unlike any out-of-home company. Profiles can analyze all U.S. markets. Clear Channel Outdoors’ advanced computer mapping can define where a target audience lives and where their interests take them. From examining demographic profiles, socioeconomic information or the consumer’s buying power, Clear Channel Outdoor provides research data that will make any out-of-home purchase a smart, effective purchase.

**CLIENT SUCCESS STORIES**
Some of the most compelling reasons to consider Clear Channel come from our clients. From friendly letters to full case histories, there is plenty of proof that we mean business.
CLEAR CHANNEL OUTDOOR
http://www.clearchanneloutdoor.com

Our redesigned website contains every resource you need for your outdoor campaign. Easy to use navigation points you to market profiles, downloadable tools and other information useful when planning your marketing strategy.

RATE CARD
http://ratecard.clearchannel.com

This web-based program allows the user to view all markets, products and ethnicities for rate and GRP allotments. In addition it allows filtering for GRP and ethnicity levels and provides a listing of DMA rankings.

BULLETIN INVENTORY SEARCH
http://bis.clearchannel.com

An exclusive Clear Channel Outdoor application designed to provide on-line access to photos and maps of all Clear Channel Bulletins, Wallscapes, Premiere Squares and Spectaculars. Please contact your Clear Channel Outdoor representative for a log on and password. You will need to provide your email address.

MOVI PRESENTER
http://www.clearchanneloutdoor.com

Movi, a Clear Channel Outdoor creation, allows clients to view prospective creative in a virtual outdoor setting. Creative is viewed at several distances to test readability, contrast and impact. The latest version 2.0 includes a version for Mac OS9, OSX and also Microsoft Windows.

FTP - FILE TRANSFER PROTOCOL
ftp://outdoor-ftp.clearchannel.com

In order to speed up turn around time and reduce shipping costs, use our ftp site to transmit your large digital art files. You can electronically send your creative files in a matter of minutes rather than saving and shipping on a CD ROM or DVD. For digital art guidelines and tips see the Creative Specifications section. For ftp login information ask your account representative.

PROOF OF PERFORMANCE

Soon, you will be able to check the status of your outdoor showing by logging on to our Proof of Performance website now under development. Location lists and photos of your boards will be easily accessed 24 hours a day.
When it comes to advertising, you have to know the heart of your target market. Clear Channel Outdoor knows this more than any other out-of-home media company. We have launched a strategic initiative nationwide and in the local New York DMA to keep your company ahead of the curve when addressing the Hispanic, African American and Asian Markets.

Clear Channel Outdoor uniquely positions itself to be your strategic partner and tap into the overwhelming positive multicultural response to our medium. From geographically targeting our inventory of structures to enlisting the leadership of our own specialists in analyzing and identifying with various markets, your message will reach a uniquely receptive audience.

Your business now has the partner it needs to excel at capturing the multicultural markets in the New York City area.

Contact your account executive today to develop your outdoor strategy for capturing the various multicultural markets in the New York DMA.
**BENEFITS**
- Available in New York City and Northern New Jersey.
- Positioned on highly visible, heavy traffic locations such as expressways, primary arteries, and major intersections.
- Provides continuity of an advertising message.
- Sustains name and image awareness.

**ROTARY**
- Reach builds as the bulletin is moved to different locations.
- Rotating delivers high frequency at each location.
- Rotation begins on the first day of each odd-numbered month; i.e. Jan, March, May, July, Sept and Nov.

**PERMANENT**
- Delivers high frequency.
- Builds reach over an extended period of time.
- Assures continued dominance in selected areas.

**CONTRACT TERM**
- Typically purchased 16 weeks or longer.
- Shorter term programs and rates are offered.
- Purchased individually or by daily gross rating points.

**SIZE**
- Rotary Bulletin Size: 14’ H x 48’ W
- Permanent Bulletin Size: Varies

**EXTENSIONS**
- Extensions break the boundary of a bulletin’s standard rectangular dimensions and improve viewer attention.
- They can extend 5 1/2’ on top, 2’ on the side.
- Some locations have unique extension requirements, consult with your account executive before producing artwork.

**PRODUCTION**
- Durable, computer-painted vinyl provides a broad, full color palette for innovative designs.

**CREATIVE SPECIFICATIONS**
- Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Other acceptable software formats: Macromedia Freehand, Quark Xpress
- Scale: 1/4” = 1’
- Allow a minimum 1/2’ bleed (1/8” scaled).
- Digital resolution at an outdoor scale is best at 600dpi but can be as low as 300 dpi; 480 dpi is ideal
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
- Please specify all flat tones as Pantone colors.
Clear Channel Outdoor offers one of the most comprehensive inventories of bulletin displays in New York City and Northern New Jersey. These displays can be sold individually in permanent locations or can be rotated to different locations through the course of a campaign.

Our bulletin displays are located on the interstates, as well as many heavily-traveled arterials throughout the market.

See below for showing information. If interested in a specific single panel, please contact your representative for rates and availability as boards differ by location and time of year.

Embellishments and Special Effects
We want your message to stand out and carry the impact it deserves. From extensions stretching beyond the boundaries of the bulletin, reflective and sparkling materials to full 3D treatments, we can do it all. Contact your representative for availability and rates.

**DISTRIBUTION**

**ROTARY BULLETINS**

New York DMA 18+ Hispanic Population: 12,040,300

Average Per Unit Circulation (TAB audited 2003)  Average Per Unit DEC: 57.1

<table>
<thead>
<tr>
<th>GRP</th>
<th>Faces</th>
<th>Reach</th>
<th>Frequency</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>210</td>
<td>87.5%</td>
<td>32.0</td>
<td>$8.70</td>
</tr>
<tr>
<td>75</td>
<td>157</td>
<td>84.0%</td>
<td>24.9</td>
<td>$8.69</td>
</tr>
<tr>
<td>50</td>
<td>106</td>
<td>77.9%</td>
<td>18.1</td>
<td>$8.73</td>
</tr>
<tr>
<td>25</td>
<td>53</td>
<td>63.8%</td>
<td>11.0</td>
<td>$8.77</td>
</tr>
<tr>
<td>10</td>
<td>22</td>
<td>42.0%</td>
<td>6.9</td>
<td>$9.03</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>26.5%</td>
<td>5.4</td>
<td>$9.08</td>
</tr>
</tbody>
</table>
WALLSCAPES


BENEFITS
• Available in New York City and New Jersey
• 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(s).
• Provides dominance in key market.

DISTRIBUTION
• Typically located in high profile locales.
• Penetrates areas where other out-of-home coverage is limited or unavailable.

CONTRACT TERM
• Sold individually for extended periods.

SIZE
• Varies by location.
• See your Clear Channel Outdoor representative for size specifications.

PRODUCTION
• Hand painted, accurately rendered by skilled muralists.
• Hand painted or computer printed vinyl can be suspended from the surface on some locations.

CREATIVE SPECIFICATIONS
• Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
• Other acceptable software formats: Macromedia Freehand, Quark Xpress
• See your Clear Channel Outdoor representative for size specifications.
• Digital resolution at an outdoor scale is best at 600dpi but can be as low as 300 dpi; 480 dpi is ideal
• Include all used, placed or imported graphic and font files.
• Include a client approved color proof for color matching.
• Outline or rasterize fonts when possible.
• Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
• Please specify all flat tones as Pantone colors.
Your campaign will become a memorable part of the dramatic New York City and New Jersey skyline with a Clear Channel Outdoor Wallscape. Some of the world’s largest advertising spaces are available to you with the ability to create global buzz about your product or service. The sheer impact of a Wallscape coupled with the right creative message can go down in advertising history.

If interested in a Clear Channel Outdoor Wallscape, please contact your representative for rates and availability as boards differ by location and time of year.

Wallscapes vary dramatically in size, location and distribution. Each has its own unique properties giving you endless opportunities for your message. Please contact your Clear Channel account executive for detailed information.
BENEFITS

- Available in Westchester County and Northern New Jersey.
- 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.
- Stimulates sales near point-of-purchase locations.
- Provides efficiencies to media plans by lowering cost per thousand impressions (CPM).

DISTRIBUTION

- Widely distributed throughout markets reflecting consumer traffic patterns.
- Located in commercial areas on primary and secondary arteries.

CONTRACT TERM

- Typically purchased four weeks or longer.

Clear Channel Outdoor posts every Monday, except holidays. Purchased as daily gross rating points (GRP). A 50 GRP delivers daily exposure opportunities equivalent to 50% of the adult population in a market.

SIZE

- Copy Area: 10'5" H x 22'8" W

PRODUCTION

- The cost of paper varies according to the complexity of the design and quantity ordered.

CREATIVE SPECIFICATIONS

- Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Other acceptable software formats: Macromedia Freehand, Quark Xpress
- Document size: 9.1"W x 4.117"H
- No bleed.
- Digital resolution at an outdoor scale is best at 600dpi but can be as low as 300 dpi; 480 dpi is ideal
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
- Please specify all flat tones as Pantone colors.
Clear Channel Outdoor brings you closer to your audience with 30-Sheet Poster displays in Westchester county and select locations in Northern New Jersey covering neighborhoods and commuter routes. Client paper is posted in different locations every 28 days through the course of a campaign to gain more reach and frequency.

See below for showing information. If interested in a specific single panel, please contact your representative for rates and availability as boards differ by location and time of year.

### DISTRIBUTION

#### 30-SHEET POSTERS

Westchester County (and parts of Northern New Jersey)  
18+ Hispanic Population: 1,006,600

Average Per Unit Circulation (TAB audited 2003)  
Average Per Unit DEC: 7.8

<table>
<thead>
<tr>
<th>GRP</th>
<th>Faces</th>
<th>Reach</th>
<th>Frequency</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>128</td>
<td>93.3%</td>
<td>29.9</td>
<td>$3.68</td>
</tr>
<tr>
<td>75</td>
<td>96</td>
<td>91.3%</td>
<td>23.0</td>
<td>$3.86</td>
</tr>
<tr>
<td>50</td>
<td>65</td>
<td>87.7%</td>
<td>16.2</td>
<td>$4.00</td>
</tr>
<tr>
<td>25</td>
<td>32</td>
<td>77.7%</td>
<td>9.0</td>
<td>$4.27</td>
</tr>
<tr>
<td>10</td>
<td>13</td>
<td>58.9%</td>
<td>4.9</td>
<td>$4.40</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>39.4%</td>
<td>3.3</td>
<td>$4.48</td>
</tr>
</tbody>
</table>
Premiere Panels are 30-sheets fitted to display vinyl giving the reach of a poster program with the impact of bulletins.

**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.

**CONTRACT TERM**
- 12 weeks minimum.
- Shorter term programs and rates are offered.
- Purchased individually.

**SIZE**
- Viewable area: 12’3” H x 24’6” W
- Extension Size: Maximum 3’6” H x 1’ W

**PRODUCTION**
- Durable, computer-painted vinyl provides a broad, full color palette for innovative designs.

**CREATIVE SPECIFICATIONS**
- Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Other acceptable software formats: Macromedia Freehand, Quark Xpress
- Scale: 1/4” = 1’
- Allow a minimum 1/2’ bleed (1/8” scaled).
- Digital resolution at an outdoor scale is best at 600 dpi but can be as low as 300 dpi; 480 dpi is ideal
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
- Please specify all flat tones as Pantone colors.
Clear Channel Outdoor brings the impact of a bulletin to the reach of a 30-sheet poster panel by offering 12’x24’ Premiere Panels. Available in the Westchester County and Northern New Jersey Markets, these displays are in select areas and can be rotated to increase reach and frequency.

See below for showing information. If interested in a specific single panel, please contact your representative for rates and availability as boards differ by location and time of year.

**Distribution**

**Premiere Panels**

Westchester County (and parts of Northern New Jersey)  
18+ Population: 1,006,600

Average Per Unit Circulation (TAB audited 2003)  
Average Per Unit DEC: 11.0

<table>
<thead>
<tr>
<th>GRP</th>
<th>Faces</th>
<th>Reach</th>
<th>Frequency</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>150</td>
<td>92.0%</td>
<td>50.2</td>
<td>$9.59</td>
</tr>
<tr>
<td>75</td>
<td>113</td>
<td>98.7%</td>
<td>38.8</td>
<td>$9.73</td>
</tr>
<tr>
<td>50</td>
<td>76</td>
<td>85.4%</td>
<td>27.4</td>
<td>$9.86</td>
</tr>
<tr>
<td>25</td>
<td>37</td>
<td>74.0%</td>
<td>15.4</td>
<td>$10.00</td>
</tr>
<tr>
<td>10</td>
<td>15</td>
<td>53.4%</td>
<td>8.6</td>
<td>$10.14</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
<td>38.3%</td>
<td>6.5</td>
<td>$9.99</td>
</tr>
</tbody>
</table>
Locality. Impact. Flexibility.

**Benefits**
- Provides extra impact in the evening with bright illumination.

**Distribution**
- Generally purchased as permanent locations. However, rotary programs are available in some markets.

**Contract Term**
- 12 weeks minimum.
- Shorter term programs and rates are offered.
- Purchased individually.

**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 3 1/2 feet on the top, 1 foot 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.

**Production**
- Durable, computer-painted vinyl provides a broad palette for innovative designs.
- Vinyl is wrapped around double stacked poster panels.

**Creative Specifications**
- Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Other acceptable software formats: Macromedia Freehand, Quark Xpress
- Scale: 1/4" = 1’
- Allow a minimum 1/2’ bleed (1/8” scaled).
- Digital resolution at an outdoor scale is best at 600dpi but can be as low as 300 dpi; 480 dpi is ideal
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
- Please specify all flat tones as Pantone colors.
PREMIERE SQUARES

With Clear Channel’s Premiere Squares, we bring you another unique way to present your message that gets attention. Created hanging full-color printed vinyl on stacked 30-sheet frames, the square shape of these spaces attracts viewers with an uncommon appearance among the many horizontal and vertical advertisements found in the market.

If interested in a Clear Channel Outdoor Premiere Square, please contact your representative for rates and availability as boards differ by location and time of year.

DISTRIBUTION

PREMIERE SQUARES

Premiere Squares vary in size, locations and distribution by unit. Please contact your Clear Channel account executive for detailed information.
DYNAMIC. UNAVOIDABLE. VERSATILE.

ILLUMINATED STREET DISPLAY

Attention grabbing, full motion LED video screens are also available in select locations. Contact your representative for more information.

BENEFITS
• Set at eye-level just above the subway entrance to provide a dynamic, unavoidable display.
• Backlit providing 24-hour high contrast and visibility. At night the impact is even stronger when compared with traditional illumination.
• Versatility for short-term or seasonal campaigns, creating rapid consumer top-of-mind awareness.
• Mass exposure to vehicular and pedestrian traffic.
• Penetrates the major tourist areas of Manhattan.
• Generates brand awareness and is ideal for new product/service introductions.
• High frequency from repeated exposures due to a high volume of subway commuters.

DISTRIBUTION
• Widely distributed throughout Manhattan, Queens, Brooklyn and Bronx.
• Strategically placed at major subway stops along various commuter lines.
• Ideal for targeting desired consumer groups demographically and geographically.

CONTACT TERM
• 12 weeks minimum.
• Shorter term programs and rates are offered.
• Purchased individually.

SIZE
• Size: H 30” x W 60”
• Copy Area: H 28” x W 58”

PRODUCTION
• Produced as a vinyl insert. Printed on laminated Duratrans film or digitally on laminated graphics grade presentation paper.

CREATIVE SPECIFICATIONS
• Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
• Other acceptable software formats: Macromedia Freehand, Quark Xpress
• Bleed Area H 4” x W 7.75”
• Viewable Area H 3.5” x W 7.25”
• Keep critical visual elements inside of H 3.5” x W 7.25”
• Digital resolution at an outdoor scale is best at 600 dpi but can be as low as 300 dpi; 480 dpi is ideal
• Include all used, placed or imported graphic and font files.
• Include a client approved color proof for color matching.
• Outline or rasterize fonts when possible.
• Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
• Please specify all flat tones as Pantone colors.
Clear Channel Outdoor puts your message directly in front of the Manhattan pedestrian and only feet from the vehicles they are in. Vividly lit structures add an extra punch to reach busy consumers that might not have time to look up and see the larger displays.

See below for showing information. If interested in a specific single panel, please contact your representative for rates and availability as boards differ by location and time of year.

**DISTRIBUTION**

**Illuminated Street Display**

New York City 18+ Population: 5,814,200

Average Per Unit Circulation (TAB audited 2003) Average Per Unit DEC: 28.3

<table>
<thead>
<tr>
<th>GRP</th>
<th>Faces</th>
<th>Reach</th>
<th>Frequency</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>239</td>
<td>94.2%</td>
<td>34.7</td>
<td>$1.44</td>
</tr>
<tr>
<td>75</td>
<td>180</td>
<td>92.5%</td>
<td>26.6</td>
<td>$1.71</td>
</tr>
<tr>
<td>50</td>
<td>120</td>
<td>89.1%</td>
<td>18.4</td>
<td>$1.98</td>
</tr>
<tr>
<td>25</td>
<td>60</td>
<td>80.4%</td>
<td>10.2</td>
<td>$2.24</td>
</tr>
<tr>
<td>10</td>
<td>24</td>
<td>62.1%</td>
<td>5.3</td>
<td>$2.51</td>
</tr>
<tr>
<td>5</td>
<td>12</td>
<td>45.1%</td>
<td>3.6</td>
<td>$2.51</td>
</tr>
</tbody>
</table>
Attention Demanding Full-Motion

**CUT THROUGH THE CLUTTER**
Your message is eye-level, extremely impactful thanks to motion and boldness, thereby reaching the mind’s eye of your target.

**LOCATION, LOCATION, LOCATION**
80 of Manhattan’s best locations that you could not otherwise cherry-pick.

**REACH THE POWER PEDESTRIAN**
A mass marketing solution to target those who live and work in Manhattan and are hard to reach due to their active lifestyle.

**SPEAK DIRECTLY TO YOUR TARGET**
You have the flexibility to change message by day or daypart.

**MAXIMIZE AUDIENCE INPUT**
Daily, Weekly or Monthly Flighting to be synergistic with your total media plan.

**FREE PRODUCTION**
Use our talented creative team to tailor your television, internet or print ads.

**COST EFFECTIVE**
Why not enjoy more bang for your ad dollar when compared to NY market radio, TV or newspaper.
Clear Channel Outdoor leads the pack bringing you full motion video to capture the attention of the Manhattan pedestrian. Eye-level motion graphics demands attention from even the most aloof walker in a sea of distractions.

See below for showing information. If interested in the DSN, please contact your representative for rates and availability as panels are sold on space and time availability and updated technology.

### DISTRIBUTION

**Digital Street Network**

New York City  
18+ Hispanic Population: 1,279,496

Average Per Unit Circulation (TAB audited 2003)  
Average Per Unit DEC: 28.3

<table>
<thead>
<tr>
<th>GRP</th>
<th>Time</th>
<th>Reach</th>
<th>Frequency</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>20 sec per min per hour (2,880 insertions/day; 80,640 per mo)</td>
<td>94.1%</td>
<td>34.0</td>
<td>$4.76</td>
</tr>
<tr>
<td>75</td>
<td>10 sec per min per hour (1440 insertions/day; 40,320 per mo)</td>
<td>88.9%</td>
<td>18.0</td>
<td>$7.08</td>
</tr>
<tr>
<td>50</td>
<td>10 sec per every other min (720 insertions/day; 20,160 per mo)</td>
<td>79.9%</td>
<td>9.9</td>
<td>$9.34</td>
</tr>
</tbody>
</table>
**BENEFITS**

- Offers outstanding visibility to drivers and pedestrians with quality impressions framed in a durable glass showcase.
- Delivers high circulation figures due to its curbside positioning along main roadways.
- Maintains high visual impact 24 hours a day, using back-lit illumination and vividly saturated print material.
- 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.

**CONTRACT TERM**

- Typically purchased four weeks or longer.
  Purchased as daily gross rating points: A #50 GRP delivers daily exposure opportunities equivalent to 50% of the adult population in a market.

**SIZE**

- Bleed Area: W 47.5" x H 68.5"
- Viewable Area: W 44" x H 65"

**PRODUCTION**

- Excellent four-color reproduction. The cost of paper varies according to the complexity of the design and the quantity ordered.

**CREATIVE SPECIFICATIONS**

- Files can be saved in these preferred native formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Other acceptable software formats: Macromedia Freehand, Quark Xpress
- Bleed Area W 5.937" x H 8.562"
- Viewable Area W 5.5" x H 8.125"
- Keep critical visual elements inside of W 5.5" x H 8.125"
- Digital resolution at an outdoor scale is best at 600dpi but can be as low as 300 dpi; 480 dpi is ideal
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Files can be sent via CD, DVD, email (up to 5 Mb) or ftp site.
- Please specify all flat tones as Pantone colors.
Transit shelter displays are strategically placed curbside in Westchester county. These structures not only target the large mass transit audience but take advantage of the curbside position and vivid backlight to target the driving audience. No other advertising can get so close to the street and have such glowing impact, especially at night.

See below for showing information. If interested in a specific single panel, please contact your representative for rates and availability as boards differ by location and time of year.

**DISTRIBUTION**

| Transit Shelter Display | Westchester County | 18+ Hispanic Population: 714,300 |

<table>
<thead>
<tr>
<th>GRP</th>
<th>Circulation (TAB audited 2003)</th>
<th>DEC: 12.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>59 93.3% 30.0 $2.17</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>44 91.3% 22.9 $2.25</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>30 87.7% 16.2 $2.32</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>15 78.1% 9.1 $2.40</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>6 58.7% 4.8 $2.47</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>3 41.6% 3.4 $2.47</td>
<td></td>
</tr>
</tbody>
</table>
Clear Channel Outdoor offers complete creative and design capabilities and can work with you to develop the most effective message from scratch. We can also adjust and enhance your creative work or ideas upon request for optimum performance using our outdoor products.

**FILE FORMATS**
- Files can be saved in these preferred native formats:
  - Adobe Illustrator (.ai), Adobe Photoshop (.psd),
  - Adobe InDesign (.indd)
- Other acceptable software formats:
  - Macromedia Freehand, Quark Xpress

**SIZE, SCALE AND RESOLUTION**

### BULLETINS
- Size: Please check with your account executive for the exact dimensions of your bulletin
- Scale: 1/4" = 1' (a minimum of an 1/8" bleed on all sides)
- Image Resolution: 600 dpi is ideal

### PREMIERE PANELS
- Size: Viewable or Live area is 12’3” H x 24’6” W
- Scale: 1/4” = 1’ (a minimum of an 1/8" bleed on all sides)
- Image Resolution: 600 dpi is ideal

### 30-SHEET POSTERS
- Size: 10’5” H x 22’8” W
- Scale: 1/2” = 1’
- Document Size: 5.25” H x 11.333” W (no bleed)
- Image Resolution: 400 dpi is ideal

### DETAILS
- Include all used, placed or imported graphic and font files.
- Include a client approved color proof for color matching.
- Outline or rasterize fonts when possible.
- Please specify all flat tones as Pantone colors when possible.

### SENDING
- Snail mail via CD or DVD: Attn: (your account executive)
  110 E. 42nd St., New York, NY 10017
- Larger files can be transmitted via our ftp site
  ftp://ourdoor-ftp.clearchannel.com
  (ask your account executive for login information)
CONSIDERATIONS

- **Product Identification**: Make sure you are able to read the advertiser’s name.
- **Short Copy**: Don’t use more than 7 words, and keep them short for easy comprehension.
- **Large and Legible Type**: Lettering should be a minimum of one foot tall. Remember these are viewed from 400 - 600 feet.
- **Increase Line Thickness**: At 600 feet, thin lines disappear.
- **Forget the “White Space Rule”**: It doesn’t apply to outdoor like in print material.
- **Bold Colors**: Being subtle at 600 feet doesn’t work.
- **High Contrast**: For high visibility.
- **Simplify Everything**: Stay with one key idea or objective.
- **View from a distance**: Look at the design from 15 feet away for only 5 seconds. Can you understand it? This simulates driving past a billboard.

Reproduced to the left are 18 color combinations tested for visibility at various distances by the OAAA. Visibility is ranked in the sequence shown, with “1” the most visible and “18” the least visible.

The color wheel & colored bars below illustrate the need for designers to choose colors for Outdoor that are complimentary and have a high contrast as well as value. For example, Green and Red are opposite each other and are therefore complimentary colors. They represent a good contrast in hues, but in values their are very similar. The result sets up an annoying vibration. The same is true of Blue and Orange.
GET OUT OF THE BOX!
Want to extend the reach and impact of your outdoor program? Give it something extra with extensions and effects!

EXTENSIONS
Extensions add even more ‘pop’ to an already powerful outdoor design. By breaking through the boundaries of the standard outdoor display, extensions attract even more sets of eyes to your advertising message. When you start designing the artwork for your next outdoor program with Clear Channel Outdoor, don’t forget to “Think Outside the Box.” Add an extension and extend the reach of your program.

PROPS, SOLAR DISCS, FRONT OUTS, & 3D EFFECTS
You are encouraged to challenge us! To inspire us with new ideas to give us an even greater opportunity to persuade and astound with your outdoor advertising!

“Those that post only an ordinary post... cannot expect more than ordinary success.”
- P.T. Barnum
<table>
<thead>
<tr>
<th>Akron / Canton, OH</th>
<th>Myrtle Beach, SC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque, NM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Atlantic Coast, FL</td>
<td>Oakland, CA</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>Oklahoma City, OK</td>
</tr>
<tr>
<td>Chattanooga, TN</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>Cleveland/Parma, OH</td>
<td>Phoenix, AZ</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>Portland, OR</td>
</tr>
<tr>
<td>Dallas / Fort Worth, TX</td>
<td>Reno, NV</td>
</tr>
<tr>
<td>Des Moines, IA</td>
<td>Sacramento, CA</td>
</tr>
<tr>
<td>El Paso, TX</td>
<td>Salisbury, MD</td>
</tr>
<tr>
<td>Fort Smith, IN</td>
<td>San Antonio, TX</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>Hudson Valley, NY</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>Seattle, WA</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>Tampa Bay, FL</td>
</tr>
<tr>
<td>Jonesboro, AR</td>
<td>Tucson, AZ</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>Tulsa, OK</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>Washington, D.C./Baltimore, MD</td>
</tr>
<tr>
<td>Memphis, TN</td>
<td>West Palm Beach, FL</td>
</tr>
<tr>
<td>Miami, FL</td>
<td>Wichita, KA</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>Wilmington, DE</td>
</tr>
<tr>
<td>Minneapolis / St. Paul, MN</td>
<td></td>
</tr>
</tbody>
</table>
## Bulletin
- Albuquerque
- Atlanta
- Atlantic Coast
- Boston
- Chattanooga
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami
- Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New Orleans
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### 30-Sheet Poster
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### 8-Sheet Poster
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Transit Shelter
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Wallscapes
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Premiere Square
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Premiere Panel
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Transit
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Airport
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Taxi Media
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Mobile Panel
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Commuter Rail
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

### Malls
- Albuquerque
- Atlantic Coast
- Chicago
- Cleveland
- Akron/Canton
- Columbus
- Dallas/Fort Worth
- Des Moines
- El Paso
- Fort Smith
- Houston
- Hudson Valley
- Indianapolis
- Jacksonsville
- Jonesboro
- Las Vegas
- Los Angeles
- Memphis
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- Myrtle Beach
- New York
- Ocala/Gainesville
- Oklahoma City
- Orlando
- Portland
- Philadelphia
- Phoenix
- Reno
- Sacramento
- Salisbury
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa Bay
- Tucson
- Washington DC/Baltimore
- West Palm Beach
- Wichita

New York: Illuminated Street Displays
Malls: Over 400 nationwide. Ask your representative for a complete listing.
<table>
<thead>
<tr>
<th>Market</th>
<th>Bulletin</th>
<th>30-Sheet Poster</th>
<th>8-Sheet Poster</th>
<th>Transit Shelter</th>
<th>Wallscape</th>
<th>Premiere Square</th>
<th>Premiere Panel</th>
<th>Transit</th>
<th>Airport</th>
<th>Taxi Media</th>
<th>Mobile Panel</th>
<th>Commuter Rail</th>
<th>Malls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Atlanta</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Atlantic Coast</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Boston</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Chicago</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Cleveland/Akron/Canton</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Columbus</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Dallas/Fort Worth</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Denver</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Des Moines</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>El Paso</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Houston</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Hudson Valley</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Jonesboro</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Memphis</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Miami/Fl. Lauderdale</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Myrtle Beach</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>New Orleans</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>New York</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Ocala/Gainesville</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Orlando</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Phoenix</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Portland</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Reno</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Sacramento</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Salisbury</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>San Antonio</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>San Diego</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>San Francisco</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>San Jose</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Seattle</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>St. Louis</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Tampa Bay</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Tucson</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Tulsa</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Washington DC/Baltimore</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
</tbody>
</table>

New York: Illuminated Street Displays

Malls: Over 400 nationwide. Ask your representative for a complete listing.