



2008

MEDIA KIT
CLEAR CHANNEL OUTDOOR
Tacoma

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Tacoma, Washington 98402
253/680.1900 p

TACOMA



Outdoor signage has been the cornerstone of communication since the use of obelisks in Ancient Egypt.

Our more strategic modern medium allows you greater leverage of your brand equity and expands the visibility of your investments such as property and company identity.

The following pages will provide you with specific resources and options to help you build a base of awareness with Clear Channel Outdoor before doing anything else.



TACOMA



Tacoma is one of the West's most ecologically diverse areas, offering an abundance of sea life at its shores and bald eagles soaring in its skies. Located just 36 miles south of Seattle and 28 miles north of Washington's state capital of Olympia, Tacoma is located in the heart of the Puget Sound Metropolitan area. The city rests on the shores of Commencement Bay and the Puget Sound, with Mount Rainier looming in the distance.

The name Tacoma stems from the Native American name for Mt. Rainier, "Tacobet," meaning "Mother of the Waters." "City of Destiny" became Tacoma's moniker when it was designated as the Northern Pacific Railroad's western terminus for its transcontinental railroad in 1873. Today the city remains a destination spot, and more and more a choice location for growing businesses.

The city continues to capitalize on its status as a gateway to the Pacific Rim, and trade remains an important facet of business in the new Tacoma. The daily arrival and departure of ships in the harbor is a visual metaphor for the changing concept of the city of Tacoma. With each passing day, the city comes into contact with its global neighborhood and moves a bit closer to being a world-class leader in the new economy.

The Tacoma area has most recently become a magnet for hi-tech companies. Pierce County is home to dozens of firms including Frank Russell, Labor Ready, Columbia Bank, Boeing, State Farm Insurance, Sagem Morpho, Microchip Technology, SuperValu, Milgard Manufacturing, Da Vita and Recreational Equipment, Inc., or REI. These companies have corporate headquarters or major regional operations in the area.



Market Demographics

Seattle Metro DMA Rank	12th
Tacoma Market Population (Adults 18+)	556,643
% Change 1990-2007	30%
Race Distribution & Ethnicity	
White	78%
African American	7%
Asian	5%
American Indian	2%
Multi Race	5%
Other	3%
Hispanic (Ethnicity)	6%
Median Age	34.5
Average Household Income	\$54,052
Average Vehicles	2.1

Market Profiles

Traveled 500 Or More Total Miles (mo)	36.2%
Household Plans To Buy Any New Vehicle Next Year	8.4%
Personally Attended/Visited Any Casino (yr)	31%
Plans To Switch Wireless/Cellular Service (yr)	8%
Personally Attended/Visited Live Theater (yr)	27%
Participated In Golf (yr)	14.4%
Bought Any Items On The Internet (yr)	59%
Usually See A New Movie Opening Weekend (yr)	8%
Did Not Read Any Daily Newspaper(s) (yesterday)	52%
Access Internet	76.6%

Market in Motion

Drive To Work Alone	77%
Carpool	13%
30+ Minute Commute	20%
Median Travel Time To Work One Way (minutes)	30

Available Products

- Bulletins
- Premiere Squares
- 30-Sheet Posters
- Bus / Transit
- Airports
- Premiere Panels
- Wallscapes
- 8-Sheet Posters
- Taxi Media

Source: Scarborough 2007 Release 1 Seattle-Tacoma

WHY TACOMA?



VISITORS

Known for its coffee and cutting-edge music scene, Northwest Washington is as diverse a metro area as one can find.

Within an hour one can ski in the Cascade, tour one of over 500 wineries, hike around volcanos, eat salmon caught by Indian tribes, dine in five-star restaurants, catch a day cruise to Vancouver or Victoria BC, or see glaciers and polar bears in Alaska.

The area offers magnificent stores, one-of-a-kind shops, Pike Place Market, Tulip Festivals, Lavendar Farms, speed boat races, and museums that cover just about every culture and art form imaginable.

When you visit the Seattle-Tacoma area you'll never want to be indoors for it is a city dropped right in the middle of fabulous scenery and activities.

2007 Visitor Expenditures in the metro area

(millions)

Meals and Beverages	\$1,425
Shopping	\$1,205
Lodging	\$1,080
Ground Transportation (local)	\$587
Amusement/Entertainment	\$498
Grocery and Convenience Items	\$328
Total Visitor Expenditures	\$5,330
Total # of Visitors	10.10

2007 metro area visitor profile

Median Age	40 years
Median HHI	\$63,600
Ave Travel Party Size	2.5 people
Per Day Expenditures	\$185
Average # of Nights Stayed	7.6 nights

Purpose of Trip

Visiting Friends/Family	37%
Pleasure Vacation	43%
Business	10%
Convention/Conference/Meetings	2%
Other	8%
Arrived by Air	46%
Arrived by Ground	46%
Other	8%



visit our website: clearchanneloutdoor.com

WHY TACOMA?



2008 YEARLY EVENTS

January 2 - 6

Tacoma RV Show

Estimated attendance over 100,000

January 20

Tacoma Dome 2008 Monster Jam

Estimated attendance over 40,000

February 16 - 24

64th Annual Seattle Home Show

Estimated attendance over 250,000

February 20 - 24

20th Annual NW Flower & Garden Show

Estimated attendance over 100,000

March 26 - 30

Tacoma Dome Boat Show

Estimated attendance over 90,000

May 12 - 19

Seattle International Children's Festival

Estimated attendance over 250,000

May 22 - June 15

34th Annual Seattle International Film Festival

Estimated attendance over 165,000

July 3 - 7

Tall Ships Tacoma

Estimated attendance over 100,000

July 5 - August 3

59th Annual SEAFAIR

Estimated attendance over 2,000,000

July 18 - 20 (tentative)

26th Annual Bite of Seattle, Seattle Center

Estimated attendance over 600,000

Aug 29 - Sept 1

38th Annual Bumbershoot

Estimated attendance over 2,000,000

December 5 - 7

28th Annual International Motorcycle Show

Estimated attendance over 80,000