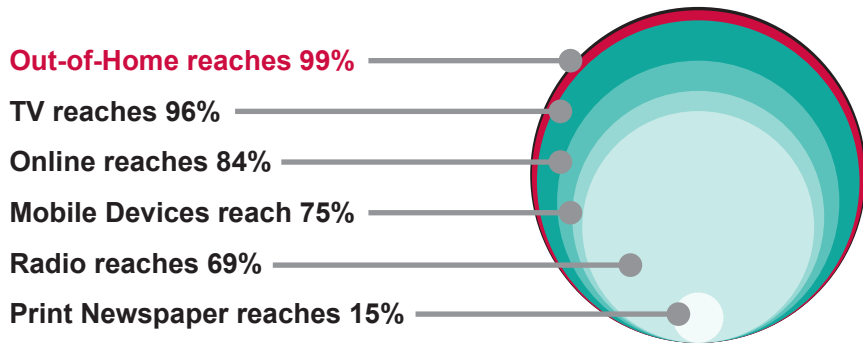


Out-Of-Home vs. Other Media



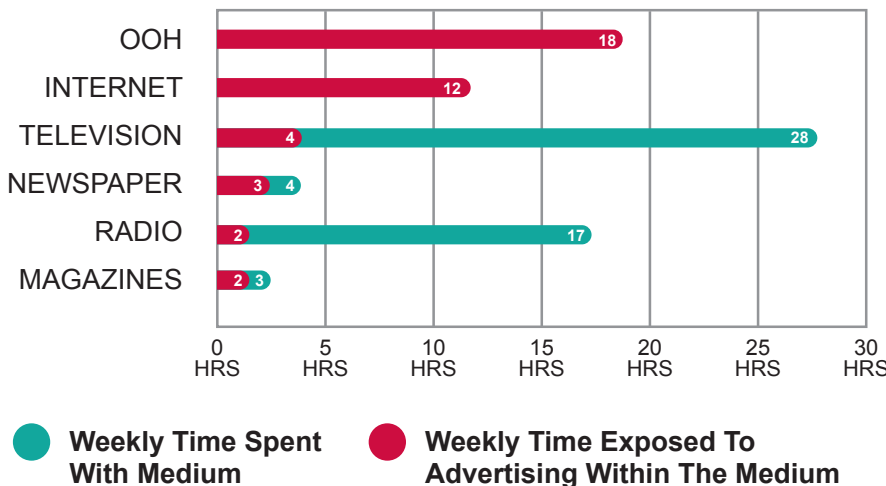
OOH reaches **99%** of consumers on a typical day.



AD RETENTION (after 1 week of seeing the ad)

55% • OOH **49% • PRINT**
35% • RADIO

Out-of-Home is pure advertising medium, with no editorial or programming content.



CPM Comparison

- \$3.45 • Shelter
- \$3.11 • Poster
- \$5.21 • Bulletin
- \$6.92 • Network TV
- \$8.99 • Spot TV
- \$10.40 • Premium Online
- \$13.50 • Radio
- \$14.00 • Magazine
- \$24.60 • Online Video
- \$24.76 • Primetime TV
- \$32.50 • Newspaper
- \$56.60 • Direct Mail

OOH gives an average return of **\$2.80** on each dollar spent