

For the cost of a one-time thirty-second Super Bowl TV ad:

\$6.5 Million

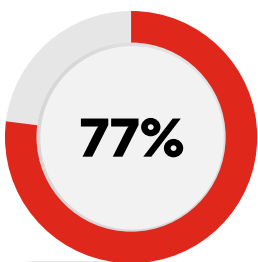
An OOH campaign would deliver **10x** the audience with continuous ad exposure in **dozens of top US markets** for **4 weeks**

A traditional OOH campaign would deliver **50 of the top US markets, over one billion impressions**, an average reach of **84%** and frequency of **7.2 over 4 weeks**

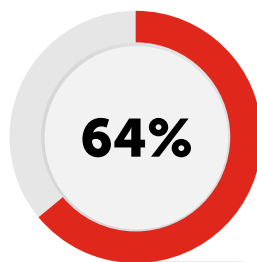
A programmatic digital OOH campaign would deliver **27 of the top US markets, almost one billion impressions**, an average reach of **64%** and frequency of **9.5 over 4 weeks**

Brands advertising in the Super Bowl pay a CPM of about \$58. With an equivalent OOH budget, brands would pay a CPM of about \$5 - \$7 CPM and reach 10x the audience over 4 weeks.

OOH ad viewership and engagement are at record highs:



77% of adult consumers in cities of 1M+ population have recently engaged with an OOH ad



64% of adult consumers in cities of 1M+ population are noticing OOH ads more than pre-COVID



OOH has the highest recall among traditional advertising media typically generating recall of

40%-67%

while TV typically generates recall of

22%-62%