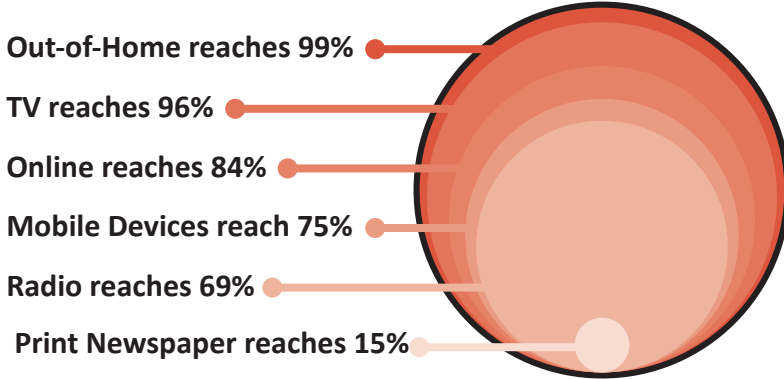


## Out-of-Home vs. Other Media | Statistics

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



### 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

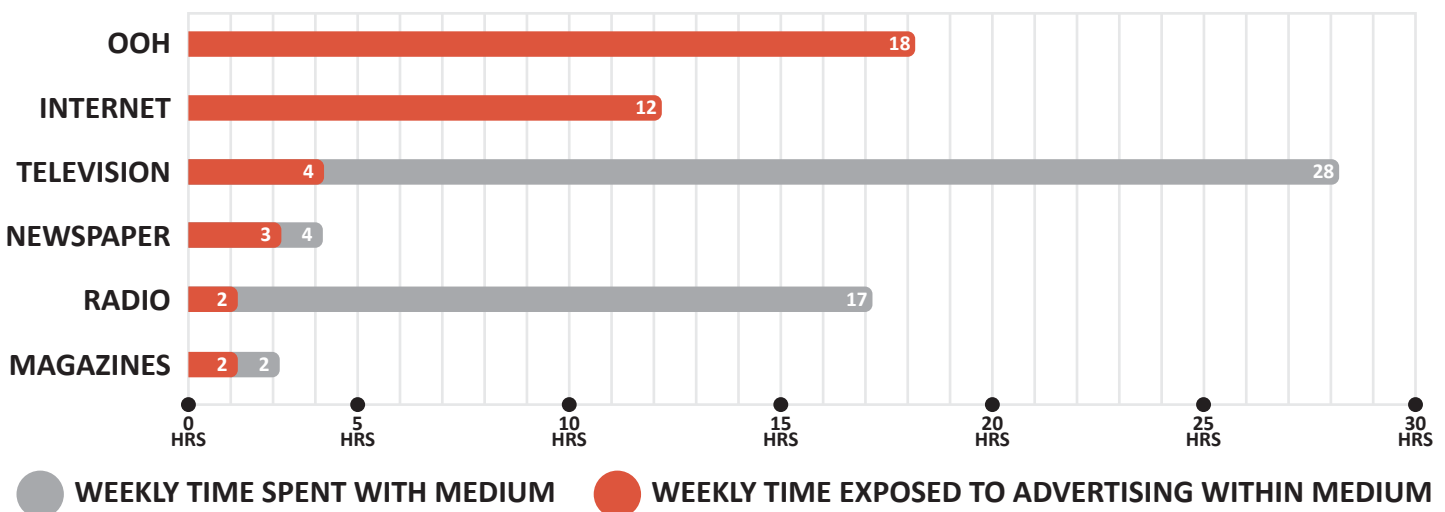
**Ad Retention** (after 1 week of seeing the ad)



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

**OOH gives an average return of**

**\$2.80** on each dollar spent.



Sources: BrandScience Global Econometrics Study, Nielsen, OAAA, USA Touchpoints, RealityMine