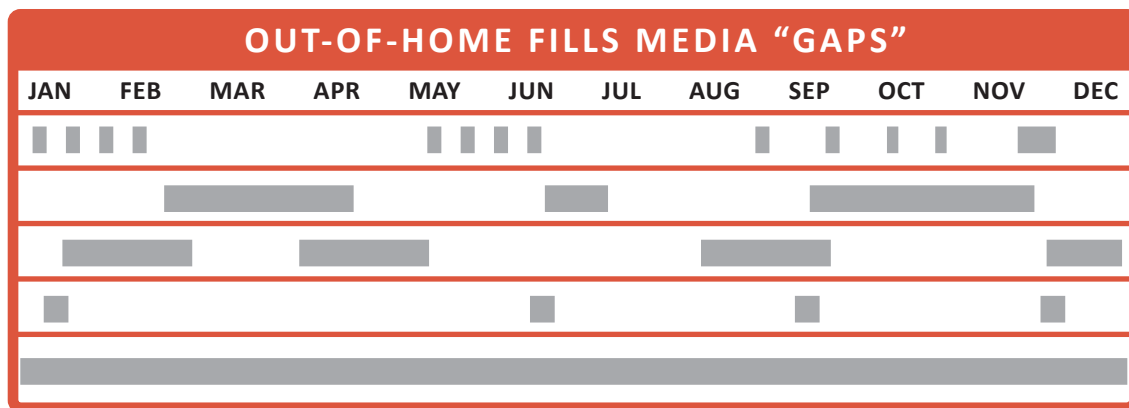


Media Mix | Reinforce Your Advertising

Media Mix is the combination of media types used together to meet the objectives of a media plan. Out-of-Home provides continuity and frequency, creating consistent exposure that is critical to the success of a campaign.



Out-of-Home Advertising Improves Ad Retention for Your Media Mix.

Ad Retention of Media After 1 Week of Seeing An Ad:



35%
RADIO



49%
PRINT



55%
OOH



OUTDOOR REINFORCES: RADIO

Out-of-Home increases the reach of radio campaigns by **45%**

TELEVISION

Adding Out-of-Home to television campaigns increases retention by 4 days, and increases reach by **18%**

NEWSPAPER

Less than half of Americans get a daily newspaper. Reach the rest with Out-of-Home.

INTERNET

Adding Out-of-Home to internet ads increases retention by **2 days**

MOBILE

Out-of-Home increases the reach of mobile campaigns by **316%**

SOCIAL MEDIA

Out-of-Home increases the reach of social network campaigns by **212%**

Sources: BrandScience Global Econometrics Study, Media Behavior Institute, Scarborough USA + 2013