

## Creative Monitoring: Outdoor

### Competitrack Sets the Standard

Competitrack's breadth of outdoor coverage is unequalled in the industry.

Currently we capture new ads each month in 21 key markets, typically discovering more than 13,000 new ads annually. We cover almost 40 different outdoor formats.

At [www.competitrack.com](http://www.competitrack.com)

Outdoor Ads can be:

- Downloaded
- Ordered for Physical Delivery

Clients can receive new Ad Alerts:

- View recently captured ads each morning

We pride ourselves on customized solutions, and we can easily expand to new markets to meet client needs. And we apply our rigorous coding and categorization system to each and every ad.

### The Result?

Coverage that is broader, deeper and more accurate than any other data provider in the industry.

### Current U.S. Markets

- Atlanta
- Boston
- Chicago
- Dallas-Fort Worth
- Denver
- Detroit
- Hartford
- Houston
- Los Angeles
- Miami-Fort Lauderdale
- Minneapolis-Saint Paul
- New York
- Philadelphia
- Phoenix
- Saint Louis
- San Antonio
- San Diego
- San Francisco
- Seattle-Tacoma
- Tampa-Saint Petersburg
- Washington, D.C.

To get started, call your account manager or Rob Redding at 718-482-4254



### Outdoor includes multiple media formats and marketing venues in four major categories.

#### 1. Billboards

Formats include:

- 30 Sheet
- 8 Sheet
- Spectacular
- Bulletin
- Wall Mural

#### 2. Transit

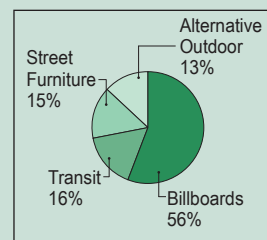
- Airport Signage
- Subway and Rail Car advertising
- Railroad Trestle Signage
- Taxi Toppers
- Pedicab Advertising (Hand-pulled rickshaws, etc.)
- Mobile Billboards
- Truckside Advertising
- Porta-John Wraps
- Vehicle Wraps

#### 3. Street Furniture

- Phone Kiosks
- Bus Shelters
- Bus Benches
- City Light Poles
- Shopping Mall Signage
- Convenience Store Signage

#### 4. Alternative Outdoor

- Aerial Advertising
- Stadium and Sports Venue Signage
- Construction Wraps
- Barn Signage
- Projection Displays
- Gas Pump Toppers/ Gas Nozzle Advertising
- News Racks
- Dry Cleaner Bags
- Pizza Box Ads
- Store/Street Decals
- Elevator Advertising
- Store Shelf Talkers
- Supermarket Carts
- Restroom LCDs
- Health Club Dioramas
- Hotel Keys
- Medical Waiting Room Displays



Typical distribution of measured Outdoor in any given metro area. Customized sampling is always available on request.