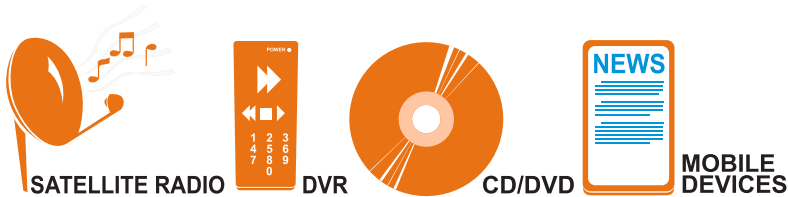


VS. OTHER MEDIA *TIME IS MONEY.*

CAN A CAPTIVE AUDIENCE AVOID YOUR MESSAGE?



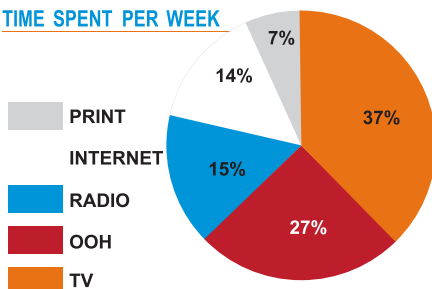
**AS TECHNOLOGY GROWS, OTHER MEDIA WEAKENS.
OUTDOOR FILLS THE GAP.**

TRUST US, YOU'LL LOOK BETTER WITHOUT THE EMPTY SPACE.

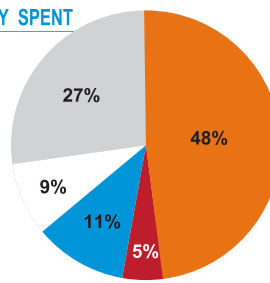
Since 2008, the Average Time Spent by American adults with Print Magazines tumbled by 22.1%, Newspapers sank by 23.5%, Radio decreased by 5% and TV slipped by 1.1%. Outdoor, on the other hand, keeps reaching more consumers more effectively and cost-efficiently than any other media!

Source: Mediapost.com, 2010

TIME SPENT PER WEEK



AD MONEY SPENT



Sources: Universal McCann, 2009 Total Media Spending; TVB, Nielsen Media Research Survey 2008, % of Hours / Week

RETURN ON INVESTMENT

FOR EACH DOLLAR SPENT ON OUT OF HOME, AN AVERAGE \$2.80 IS RECEIVED IN PRODUCT SALES, ACCORDING TO A NEW GLOBAL REPORT.

Source: BrandScience, 2010



“Simply Cunning Outdoor”