

2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: BOSTON

OUT WOWS.



89 Maple Street Stoneham, MA 02180
P 781.438.8880



**REACH
2.9 MILLION
CONSUMERS
EACH WEEK!**

A city of contrasts, Boston offers cosmopolitan sophistication in an historical setting. Commonly called, “America’s walking city,” Boston’s accessible cobblestone streets with stately brownstone mansions give way to towering skyscrapers, chic boutiques, and world-renowned cuisine. A leader in the financial services industry and home to some of the nation’s fastest growing hi-tech companies, Boston has experienced strong economic growth over the past decade.

Both the Boston Symphony Orchestra and Boston Ballet are extremely popular arts and entertainment attractions. But nothing is taken more seriously than Bostonians’ love of sports and their hometown devotion found at Fenway Park where the Red Sox play and the TD Garden - home to the Bruins and Celtics. History buffs are often found following the Freedom Trail or at the famous Faneuil Hall Marketplace.

Boston Proper is made up of diverse neighborhoods, all rich with their own identity. The two most prominent neighborhoods are Beacon Hill and Back Bay - where the heart of Boston works and lives. For culinary delicacies, residents and tourists choose from the various restaurants and street vendors found in Chinatown, the Theatre District, Downtown Crossing or The North End.

DIGITAL BOSTON

Referred to as the “Athens of America,” each fall, Boston opens its doors to more than 200,000 students attending the sixty-plus colleges and universities in the area. Residents of the area are among the most highly educated in the nation. In fact, Boston contains one of the highest concentrations of doctorate holders in the country! Just across the Charles River, Cambridge is seen as the capital of intellect - home to the oldest institution of higher learning in the country, Harvard University.

The majority of adults in the region are financial optimists - confident in both their financial situation and in their purchasing power. The consumers in the Boston area combine to create one of the fastest growing local economies in the nation.

Boston’s academic and research institutions, its historic attractions, its strength as a financial center, and the strong character of its residential neighborhoods make the city a unique place to live and work. Boston is taking the city into the future with every technological advantage possible.

Clear Channel Outdoor has handpicked inaugural locations for our Digital Outdoor Network to reach commuters on heavily traveled expressways and thoroughfares. Advertisers can now communicate with their audience directly and instantaneously. It’s been established that the strength of outdoor advertising is its ability to communicate to a mass audience. When this proven communication power is combined with the endless and immediate creative flexibility of the Digital Outdoor Network, nothing short of a brand-new medium has arrived!



Sources: TAB Eyes On Audience Delivery System.

WHY DIGITAL?

Each Digital display message can be controlled by content and image feeds from a Web or RSS source, or manually by the client or Clear Channel office.

Content can be fed anytime during the day or evening keeping your message current and relative to market conditions, demographics, day parts, inventory, importance to your business or interests to your consumer.



**7 PREMIUM
DISPLAYS**

FEATURES / BENEFITS

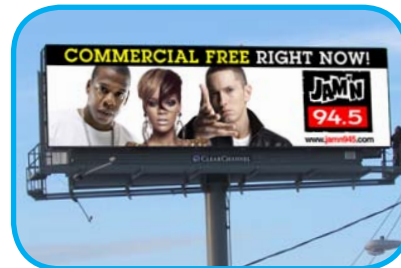
- **Immediate delivery** of your targeted messages to impact your audience.
- Ability to **update your own messages in real time** to engage your consumers.
- **Unparalleled flexibility** to target and adapt your messages to the exact audience you are trying to reach.
- **Unlimited creative executions** to showcase every aspect of your product, services and image.
- **Premium, personalized services** for designing, scheduling and monitoring to help you tap into the power of digital.

TIME-SENSITIVE MESSAGING

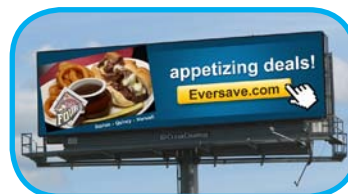
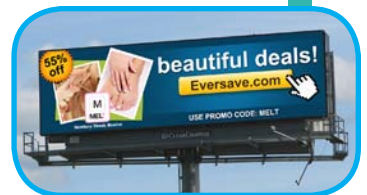
LAST MINUTE UPDATES



DYNAMIC CONTENT



ULTIMATE FLEXIBILITY



UNLIMITED CREATIVE EXECUTIONS



One of the amazing things about the Clear Channel Digital Outdoor Network is how we can dynamically update information from other sources and incorporate it directly into your creative.

Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



DYNAMIC CONTENT

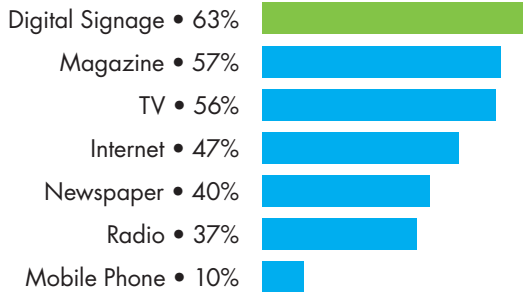
HOW IT WORKS

WHAT	HOW
HEADLINES	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.
SPORTS SCORES	Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.
TIME / TEMP / TRAFFIC	A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.
PICTURES	If you have visual information that is automatically posted on a website, for instance the progress of a new business location, Clear Channel Outdoor Digital billboards can dynamically lift those pictures and include them in your creative execution. As drivers and pedestrians pass by the Digital Outdoor Network billboards, they will see the progression over time, making this a tremendous interest builder.
UPCOMING EVENTS	Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information posted dynamically.

DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

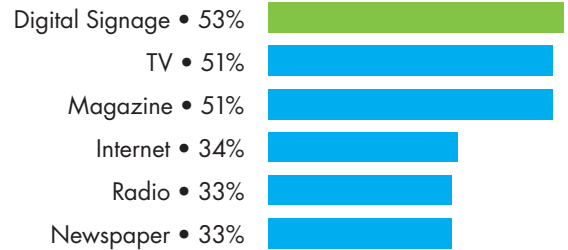
Percentage of people who report that advertising on the media catches their attention.



Base: Among those who have seen ads in the media in the past 12 months.

RAISE MORE INTEREST

Percentage of people who report that advertising on the media was interesting.

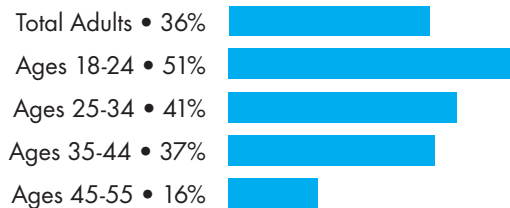


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

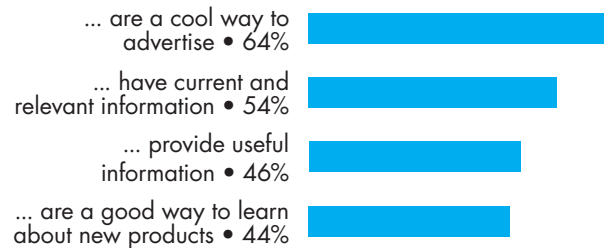
Percentage of people who took some action as a result of seeing advertising on digital signage.



Base: Among those who have seen ads in the media in the past 12 months.

BE COOL

Digital billboards ...



Base: Persons 18 years+ living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.





BOSTON CLIENTS

LOCAL BOSTON DIGITAL OUTDOOR CLIENTS

Aleppo Shriners
 Andover School of Montessori
 Angelos Pizzeria & Ristorante
 BEWI Snow Sports Expo
 Bill DeLuca Enterprises
 Bonnell Motors
 Boston Ballet Association
 Boston Blazers
 Boston Globe
 Boston University
 Breakaway
 Brooks Properties
 Burton's Grill
 Cafe Escadrille
 Cambridge College
 Canobie Lake Park
 Cardinal Chesnick Insurance Agency
 Carter's Fine Jewelry
 CastleBerry Fairs & Festivals
 Cedar's Mediterranean Foods
 Children's Hospital Trust
 Cirque Du Soleil
 Coca-Cola North America
 Colonial Automotive Group
 Committee to Elect Sheriff Cousins
 Commonwealth Motors
 Conservation Services Group
 Cummings Properties
 Dana Farber Cancer Institute

Delta Dental
 EB Rotondi & Sons
 Ecco Restaraunt
 EMARC
 Entertainment Cruises
 Essex Art Center
 Eversave.com
 Falun Dafa Association of NE
 Franklin Park Zoo
 Gerry Dembrowski for Congress
 Grava of Medford
 Hunt Photo & Video
 International Series Of Champion
 Ira Motor Group
 Jackson Lumber & Millwork Co. Inc.
 JaiHo Boston, Inc
 Jersey Boys
 John LoPriore Insurance Agency
 Kamal Jain for Auditor
 Kelly Automotive Group
 Lannan Chevrolet
 Lawless Jeep and Chrysler
 Lawrence General Hospital
 Lego Group
 Liberty Chevrolet
 Live Nation - New England
 Long's Jewelers
 Lowell Memorial Auditorium
 Maine Tourism
 Marine Toys for Tots Foundation
 McDonald's
 MEFA
 Massage Envy
 Mel's Funway Park
 Merrimack Valley Healthcare Group
 Neopost
 NESN
 New Balance Factory Store
 New England Auto Show
 New England Boat Show
 New England College of Business
 New England Eye Center

New England Flower Show
 New England Home Show
 Northern Business Machines
 Opera Boston Inc
 P.J. Pappas Company
 Panasonic
 Pandora at the Northshore Mall
 Pentucket Medical Associates
 Perrywinkle's Pandora
 Poker Room
 RCN
 Reebok Hockey CCM US
 Russo Marine
 San Martino Imports
 Scott Brown for US Senate
 Ski Haus
 Sokolove Law
 Spencer Granite Company
 St Anthony's Feast
 St Francis School
 Steamship Authority
 Stoneham Ford
 Strega Ristorante
 Subaru of Wakefield
 Tony's Imported Ceramic Tile
 Essex Agricultural Society
 Toscana's Ristorante and Cafe
 University of Massachusetts Amherst
 University of Massachusetts Boston
 Wang Theatre
 Watertown Ford
 WBUR 90.9
 Wendy's
 Westfield International Air Show
 WGBH Radio
 White's Plumbing and Heating
 WHRB Harvard Radio Broadcasting
 Winchester Hospital
 WJMN 94.5
 World Championship Fighting
 WSBK TV 38 UPN CBS
 WXKS AM 1200



SINGLE LOCATION COVERAGE

Boston's premium digital displays are positioned strategically on highly visible, heavy traffic locations such as expressways. These units offer high-profile coverage and reach...

- commuters traveling into Boston, Logan International Airport, and points south.
- traffic heading out of Boston and points south toward Routes 128 and 495 and the affluent northern communities.
- travelers heading towards New Hampshire, Maine, and other vacation spots in the north, as well as visitors coming into northern Massachusetts and Boston from the north.



DIGITAL PROGRAMS

A spot on one of Boston's digital boards consists of a ten-second spot that rotates between eight advertisers.

STONEHAM & LAWRENCE:

Your ad will be seen once every 80 seconds continuously 24 hours per day.

- Generating a guaranteed 28,000 advertising spots over a 4-week period

MEDFORD:

Your ad will be seen once every 80 seconds continuously 18 hours per day - from 5am until 11pm.

- Generating a guaranteed 20,720 advertising spots over a 4-week period

DIGITAL CREATIVE

GUIDELINES & SPECS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

BE SHORT AND SWEET

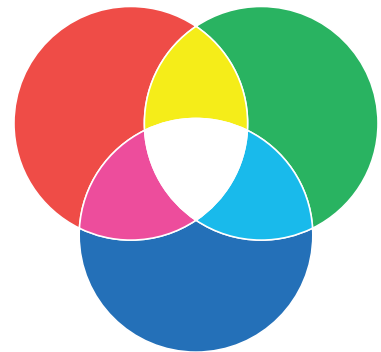
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



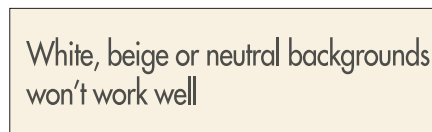
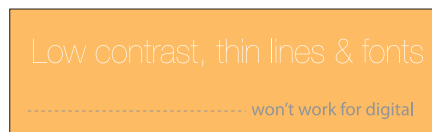
DIGITAL CREATIVE

USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

FORGET ABOUT WHITE SPACE

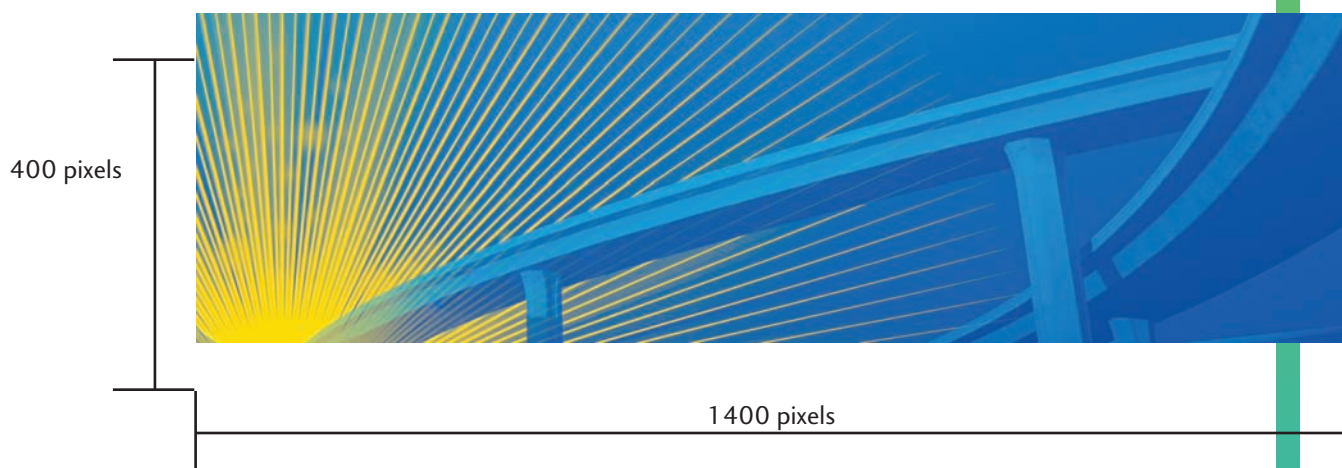
White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

DIGITAL CREATIVE SPECS

DIGITAL BULLETIN



FILE SIZE

400 pixels H x 1400 pixels W

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB

PLEASE SEND DIGITAL CREATIVE TO:

BOsdigitalproduction@clearchannel.com