

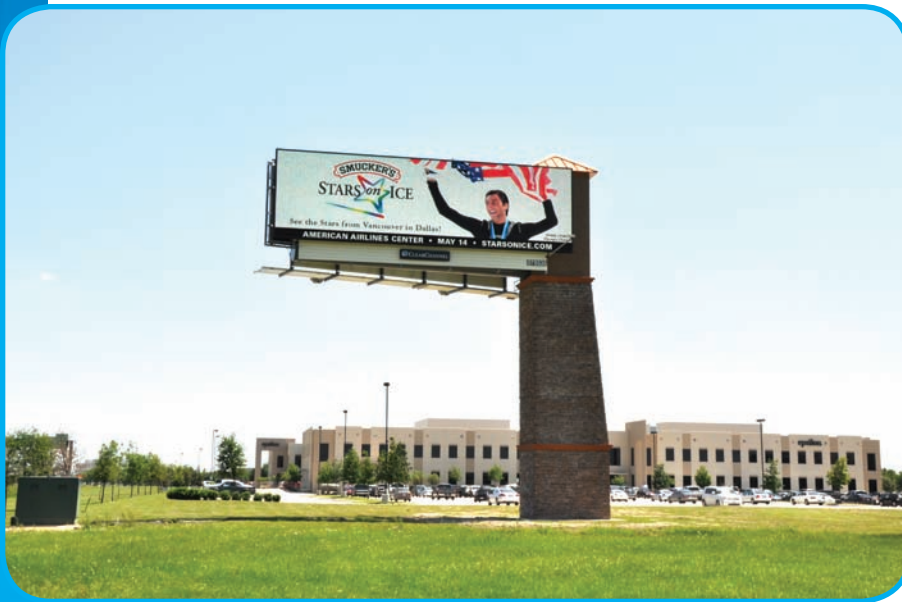
2012 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: DALLAS/FORT WORTH

OUT WOWS.



3700 E Randol Mill Road Arlington, TX 76011
P 817.640.4550



**The DFW
Metroplex is
the No. 1 visitor
and leisure
destination in
Texas.**

The Dallas/Fort Worth DMA is the largest metropolitan area in Texas and the 5th largest in the United States. DFW gains some 365 net new residents every day. About a quarter of all Texans live in the DFW Metropolitan area.

The metropolitan area is home to over 10,000 corporate headquarters making DFW the largest corporate headquarter concentration in the United States. Examples include: JC Penney, Kimberly-Clark, Texas Instruments, Burlington Northern Santa Fe Corp., Centex, Dean Foods, Southwest Airlines, Research In Motion, AT&T, and Brinker International.

DFW is the largest airport in the state, 2nd largest in the U.S. and 3rd largest in the world. The Metroplex is headquarters for both American Airlines and Southwest Airlines.

Clear Channel Outdoor operates the largest digital network in Dallas/Fort Worth. The networks reach all of the areas advertisers want to reach everyday. From Cowboys Stadium to Downtown Dallas, to Rangers Ballpark to DFW Airport, Clear Channel's Digital Networks are where you want to be.

DIGITAL DFW

We can easily reach the general market and we can also create programs that specifically target African American and Hispanic consumers. The DFW Metroplex is one of the top ranking DMAs in the U.S. for each of these ethnicities.

The DFW Clear Channel Outdoor Digital Network has grown to include the City of Dallas, North Dallas County, Tarrant County, and many more high-traffic areas.





VIRTUAL NETWORKS

The DFW Market offers virtual digital networks offering the ability to place your message in all the premium, high-profile Interstate and entertainment areas in DFW.

- 5 location minimum virtual networks
- Premium standalone rates available
- Multiple predefined networks available
- Unsurpassed flexibility
- 1215 8-second spots per location per day

DIGITAL PROGRAMS

1-WEEK:

Your ad will be seen once every 64 seconds continuously 24 hours per day.

- Generating 59,535 advertising spots over a 1-week period (based on a 6 unit virtual network)

4-WEEK:

Your ad will be seen once every 64 seconds continuously 24 hours per day.

- Generating 238,140 advertising spots over a 4-week period (based on a 6 unit virtual network)



WHY DIGITAL?

The DFW Market offers virtual networks offering premium, high-profile Interstate and entertainment area units.

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.



**64 DISPLAYS
VIRTUAL
NETWORKS**

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.



LAST MINUTE UPDATES



DYNAMIC CONTENT



TIME-SENSITIVE MESSAGING

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.



DYNAMIC CONTENT

HOW IT WORKS



1 A base piece of creative is designed with consideration of space for dynamic content (either text or imagery).

Daily Fuel Gauge Report
AAA's Media Site For Retail Gasoline Prices
Select A Market
Data provided by Oil Price Information Service in cooperation with AAA's AAA club media representative.

MN Metro Averages	Regular	Mid	Pre
Duluth-Superior (MN only)			
Current	\$3.964	\$4.123	\$4.147
Yesterday	\$3.956	\$4.114	\$4.138
Month Ago	\$3.862	\$4.017	\$4.041
Year Ago	\$3.024	\$3.145	\$3.168
Highest Recorded Average Price:			
Regular Unl.	\$3.968	7/3/2008	
Dul.	\$4.757	6/17/2008	
Minneapolis-St. Paul (MN only)			
Current	\$3.940	\$4.097	\$4.121
Yesterday	\$3.942	\$4.099	\$4.123
Month Ago	\$3.857	\$4.012	\$4.035
Year Ago	\$3.074	\$3.197	\$3.220
Highest Recorded Average Price:			
Regular Unl.	\$3.996	6/12/2008	

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<div align="left"><b font face="Arial" size="1" color="#000080">
encouraged to localize fuel price stories by contacting their
local AAA club media representative.</b></div>
<font face="Arial, Helvetica, sans-serif" size="1"><b MN Metro Ave
"100" border="0">
<tr><td><b>Duluth-Superior (MN only)</b>
<td><b>Current</b></td><td><b>$3.964</b></td><td><b>$4.123</b></td><td><b>$4.147</b></td>
<td><b>Yesterday</b></td><td><b>$3.956</b></td><td><b>$4.114</b></td><td><b>$4.138</b></td>
<td><b>Month Ago</b></td><td><b>$3.862</b></td><td><b>$4.017</b></td><td><b>$4.041</b></td>
<td><b>Year Ago</b></td><td><b>$3.024</b></td><td><b>$3.145</b></td><td><b>$3.168</b></td>
</td></tr></font></div>
<div align="left"><font face="Arial, Helvet
"100" border="0">
<tr><td><b>Minneapolis-St. Paul (MN only)</b>
<td><b>Current</b></td><td><b>$3.940</b></td><td><b>$4.097</b></td><td><b>$4.121</b></td>
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<td><b>Year Ago</b></td><td><b>$3.074</b></td><td><b>$3.197</b></td><td><b>$3.220</b></td>
</td></tr></font></div>
<div align="left"><font face="Arial, Helvet
"100" border="0">
<tr><td><b>Chester
<td><b>Current</b></td><td><b>$3.926</b></td><td><b>$4.083</b></td><td><b>$4.107</b></td>
<td><b>Yesterday</b></td><td><b>$3.929</b></td><td><b>$4.086</b></td><td><b>$4.110</b></td>
<td><b>Month Ago</b></td><td><b>$3.837</b></td><td><b>$4.011</b></td><td><b>$4.034</b></td>
<td><b>Year Ago</b></td><td><b>$3.028</b></td><td><b>$3.150</b></td><td><b>$3.173</b></td>

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2 Dynamic content is selected from a client's website and pulled from the HTML source directly.



3 The source data is incorporated into the base creative, by Clear Channel, and updates whenever the client source changes ... keeping the content timely and relevant.



DFW CLIENTS

LOCAL DFW DIGITAL OUTDOOR NETWORK CLIENTS

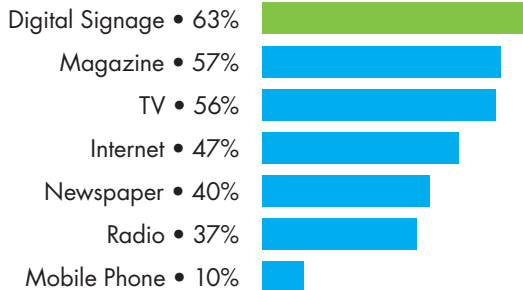
- 7-Eleven
- Allstate
- American Airlines Center
- Anheuser Busch
- AT&T
- Billy Bob's Texas
- Baylor Healthcare
- CBS Radio
- KTVT CBS-11
- Chick Fil a
- Choctaw Casino
- Container Store
- Dallas Morning News
- Dallas Mavericks
- Dell Computers
- Discount Tire
- ESPN
- FC Dallas
- Fox Sports
- Fox 4
- HBO
- Heineken USA
- Jack in the Box
- KFC
- Live Nation
- McDonalds
- McNatt Auto Group
- Metro PCS
- Motorola
- NBC5
- Paramount Pictures
- Quick Trip
- Race Trac
- Sonic
- Tim Warner Cable
- Texas Rangers
- Texas Lottery
- TXU Energy
- WFAA 8
- Winstar Casino



DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

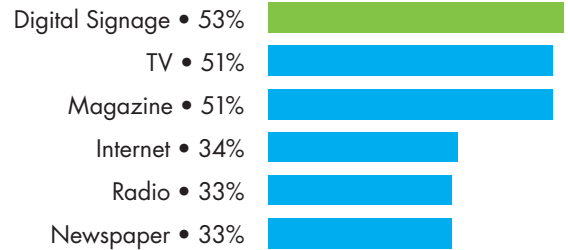
Percentage of people who report that advertising on the media catches their attention.



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.

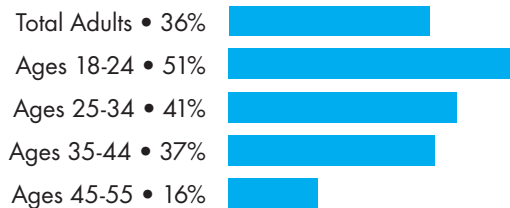


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

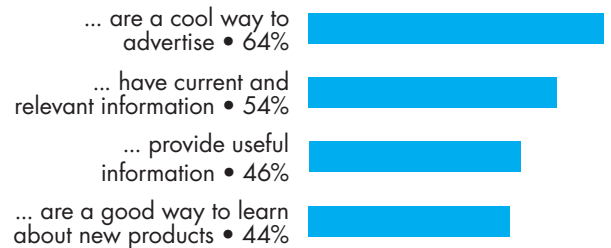
Percentage of people who took some action as a result of seeing advertising on digital signage.



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.



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

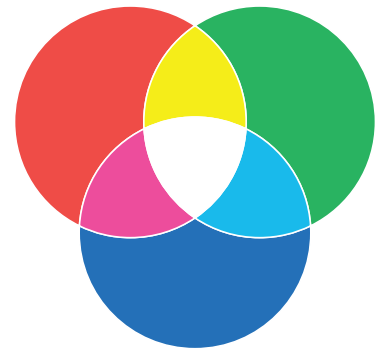
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

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.



White, beige or neutral backgrounds won't work well



Low contrast, thin lines & fonts
..... won't work for digital

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 PRODUCTION REQUIREMENTS

FILE TYPE

Uncompressed JPG

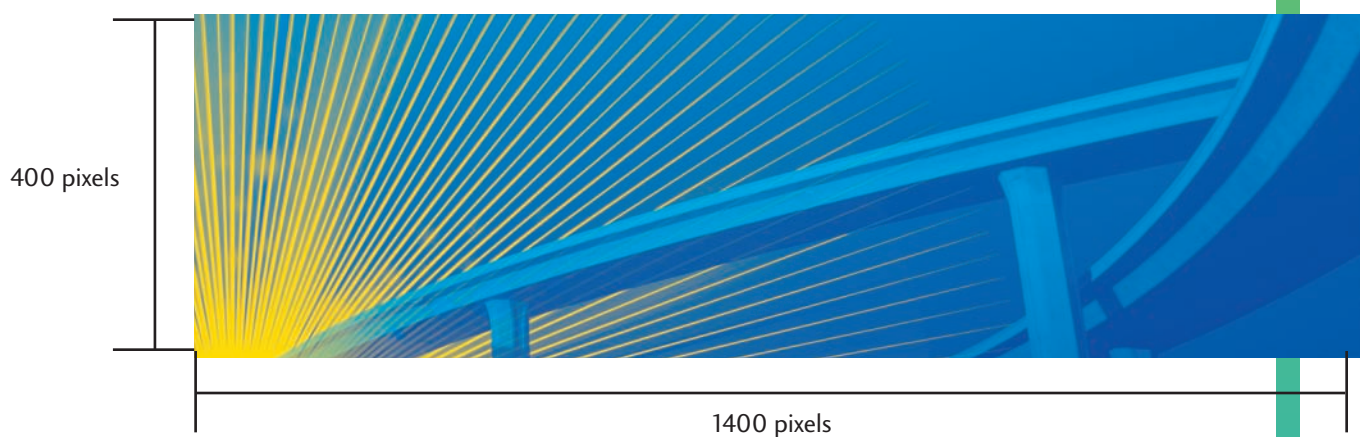
COLOR MODE

RGB

ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w

DIGITAL CREATIVE SPECS



DIGITAL BULLETIN

FILE SIZE

400 pixels H x 1400 pixels W

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB