

2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: EL PASO

OUT WOWS.



2305 Sparkman, El Paso, TX 79903
P 915.566.9380



**MORE THAN
300 DAYS
OF ANNUAL
SUNSHINE**

El Paso, the fourth largest city in Texas is centrally located on the US – Mexico border on Interstate 10. It is the largest southern border city in the United States that together with Cd. Juárez, Mexico, forms the largest international border community in the world and is home to a combined 2.6 million citizens. It is known as the gateway to Mexico with elements of Spanish and Indian cultures enhancing the flavor of city life. The total number of persons who crossed into El Paso from Mexico was over 50 million last year. Here, where Mexico is only minutes away, business can go international without even leaving the country. The city's international flavor is apparent in the variety of cultural facilities and events. El Paso is the cultural center of the Southwest, enriched for more than four centuries by contributions from Native Americans, Spanish settlers, Europeans and Asians. Tourists are attracted to El Paso's warm desert climate which offers 300 days of sunshine and a dry mountain climate that provide the possibility for year-round outdoor activities and recreation.

DIGITAL EL PASO

El Paso consistently scores in the top three of the safest cities in the U.S and is the country's third fastest-growing metropolitan area which makes it a focal point of trade and development in the region. Its rail lines, freight and cargo facilities provide a highly efficient international port of entry for the southwest. The high technology, medical device manufacturing, plastics, call center and defense-related industries are important to the economy. El Paso is also home to Fort Bliss which combined with Biggs Army Airfield comprises the largest inland military complex in the world.

Clear Channel Outdoor is the predominant out-of-home provider in the El Paso area. The plant is consistently recognized for its top-notch creative and ability to stretch the medium for clients locally, regionally and nationally.



2 NETWORKS

The El Paso Market offers 2 networks, offering premium, high-profile Interstate and Marketwide units.

- You will reach consumers coming into the El Paso city core and as they head home for the day.
- You will reach consumers as they visit the many shops, restaurants and businesses throughout the city.

DIGITAL PROGRAMS

1-WEEK:

Your ad will be seen once every 64 seconds continuously 19 hours per day.

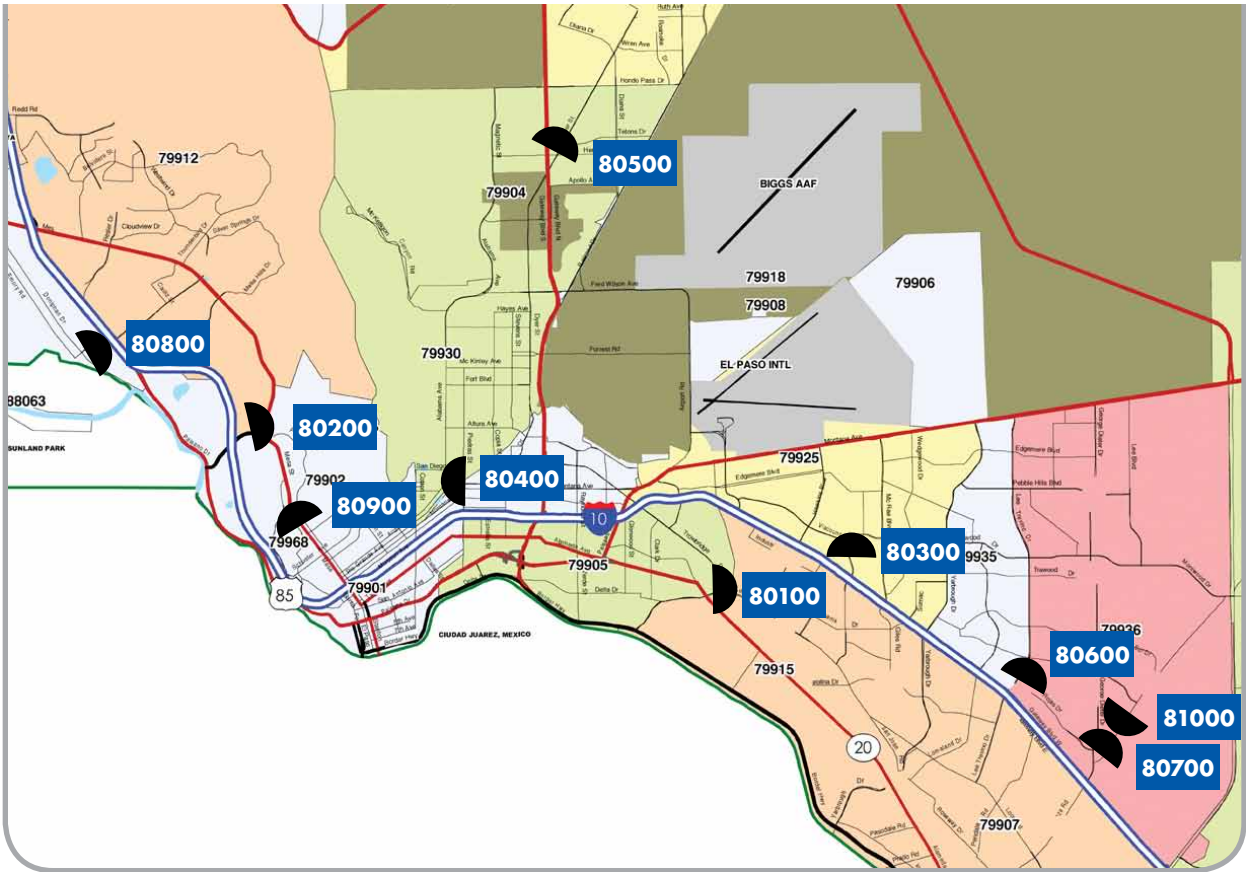
- Generating 70,000 advertising spots over a 1-week period on our Marketwide Network and 7,000 advertising spots on our Market Center Unit.

4-WEEK:

Your ad will be seen once every 64 seconds continuously 19 hours per day.

- Generating 280,000 advertising spots over a 4-week period on our Marketwide Network and 28,000 advertising spots on our Market Center Unit

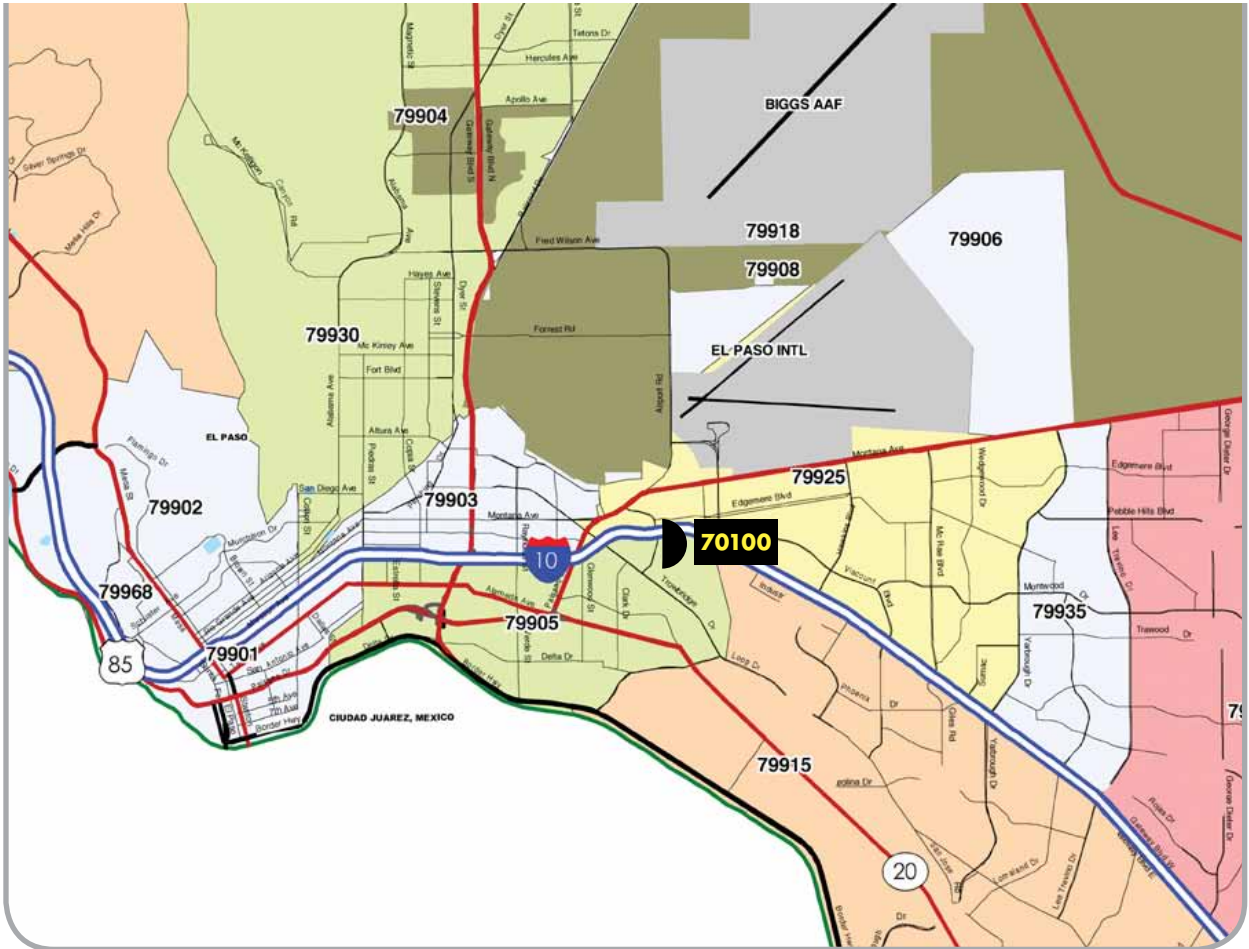
MARKETWIDE NETWORK



TOTAL EYES ON: 794,016

LOCATION	DESCRIPTION	FACING	EOI
80300	Viscount Blvd. north of I-10	South	261,480
80400	Montana Ave. @ Piedras St.	East	19,462
80100	Alameda Ave. @ Delta Dr.	West	45,380
80900	Mesa St. @ Brentwood Ave.	South	82,066
80200	Executive Blvd. west of Mesa St.	West	48,851
80500	Dyer St. north of Hercules Ave.	South	24,893
80600	Lee Trevino Dr. @ Rojas Dr.	South	125,643
80700	Zaragosa Rd. south of Rojas Dr.	South	89,723
80800	Sunland Park Dr. east of Doniphan Dr.	West	28,858
81000	Zaragosa Rd. south of Rojas Dr.	North	67,660

MARKET CENTER UNIT



LOCATION	DESCRIPTION	FACING	EOI
70100	I-10 east of Geronimo Dr.	West	670,160

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 scheduled so that your message remains current and relative to market conditions, demographics, day parts, inventory, importance to your business or interests to your consumer.

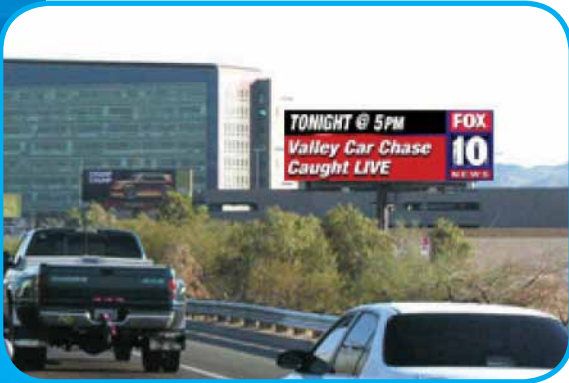


**11 DISPLAYS
2 NETWORKS**

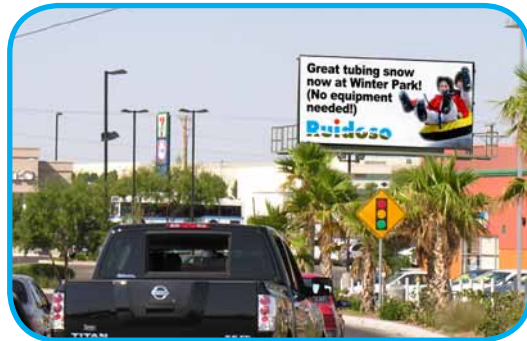
FEATURES / BENEFITS

- **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

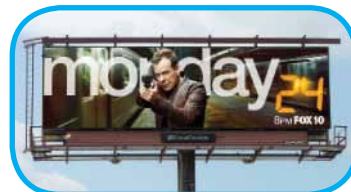


DYNAMIC CONTENT



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

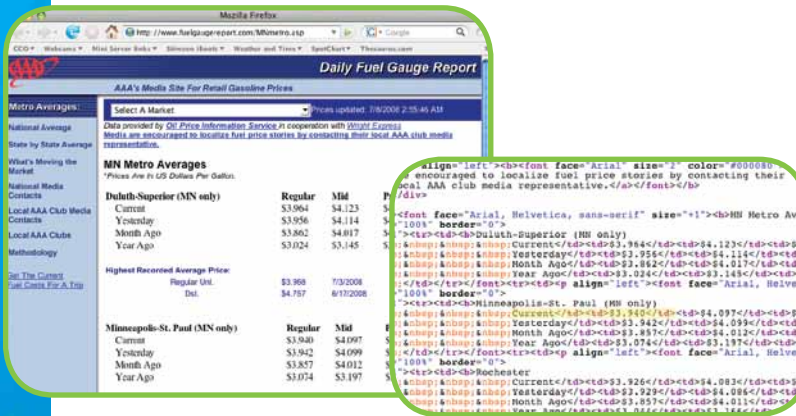
WHAT	HOW
HEADLINES	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us 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).



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.



EL PASO CLIENTS

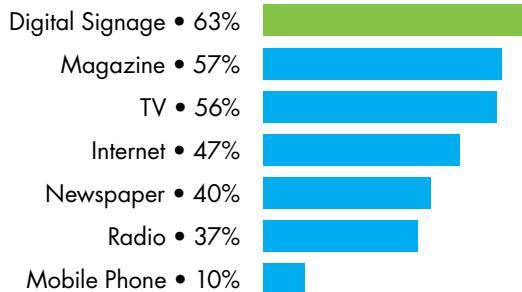
**LOCAL EL PASO
DIGITAL OUTDOOR
NETWORK CLIENTS**

- Ashley Furniture
- AT&T
- Bank of The West
- Barnett Harley Davidson
- Border City Ale House
- Burger King
- Carino's
- Circle K Stores
- DEA
- Department of Defense
- EP Sheriff's Dept
- El Paso Opera
- El Paso Saddleblanket Co.
- El Paso Times
- El Paso ZOO
- Expo Ltd.
- Furniture Mart
- GECU
- Inn of The Mountain Gods
- KLAQ Radio
- Las Palmas Medical
- Mini Cooper of El Paso
- Peter Piper Pizza
- Sierra Providence Medical
- Sonic
- Subway
- Sun Bowl Association
- Sunland Park Casino
- Telemundo
- Texas Tech
- Time Warner Cable
- Travel Del Sol
- TXDOT
- UTEP Special Events
- Wendy's

DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

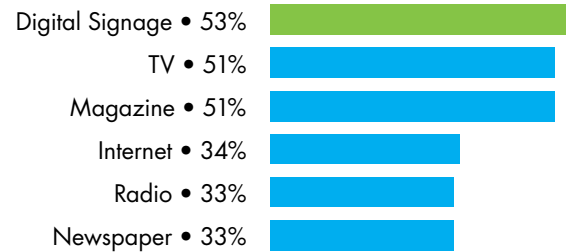
Percentage of people who report that advertising on the media catches their attention.



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.

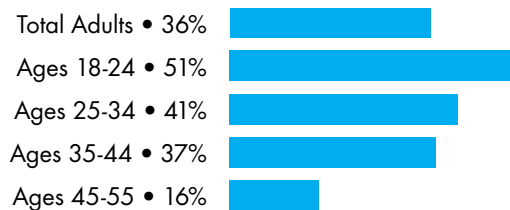


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

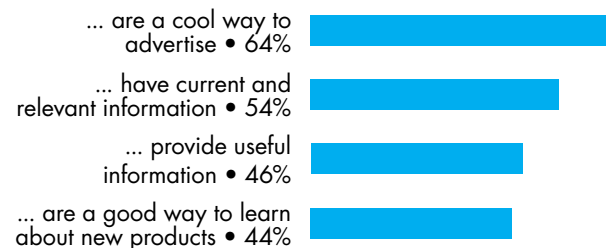
Percentage of people who took some action as a result of seeing advertising on digital signage.



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

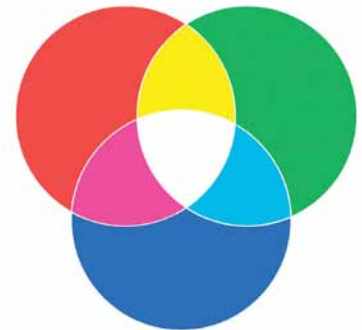
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

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.



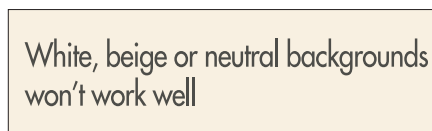
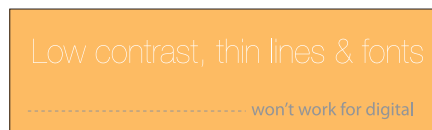
DIGITAL CREATIVE

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.



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

400
pixels



1400 pixels

DIGITAL BULLETIN

FILE SIZE

400 pixels H x 1400 pixels W

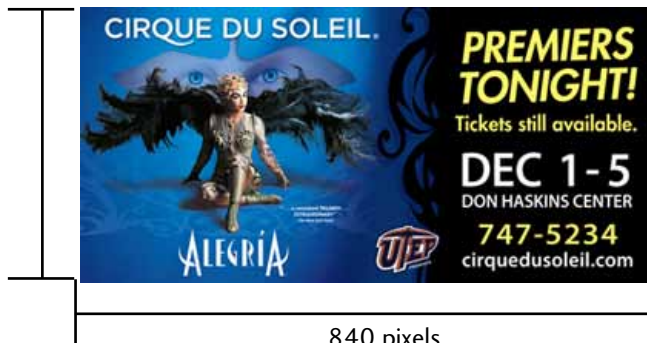
FILE TYPE

Uncompressed JPG

COLOR MODE

RGB

400
pixels



840 pixels

DIGITAL BULLETIN

FILE SIZE

400 pixels H x 840 pixels W

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB