

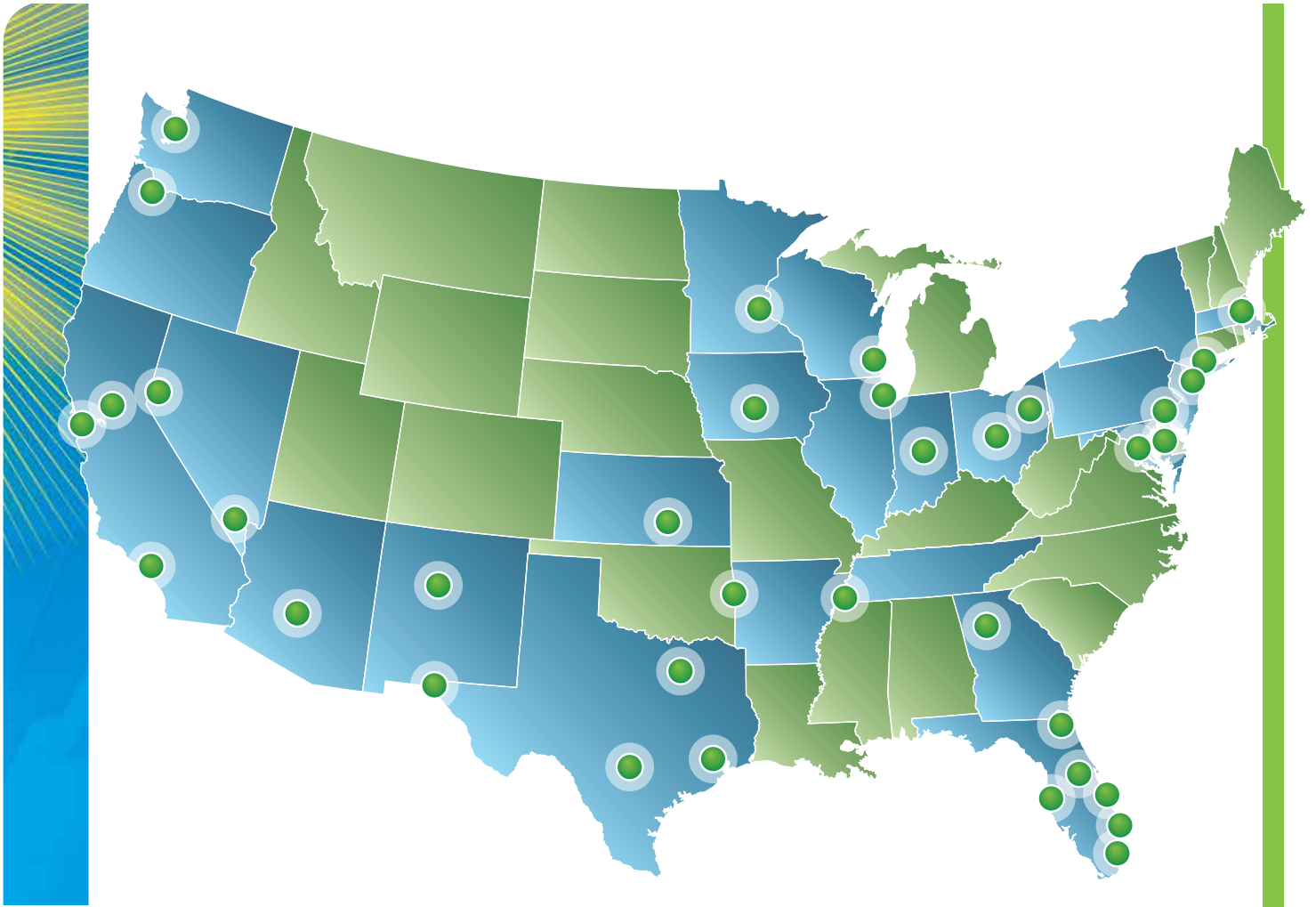
2012 DIGITAL MEDIA KIT

Clear Channel **OUTDOOR** :: LOS ANGELES
VALLEY BULLETIN NETWORK

OUT WOWS.



19320 Harborage Way Torrance, CA 90501
P 310.755.7200



NATIONAL NETWORKS

36 DMA's :: 850+ DIGITAL DISPLAYS AND GROWING

Albuquerque
 Atlanta
 Baltimore
 Boston
 Chicago
 Cleveland - Akron
 Columbus
 Dallas
 Des Moines
 El Paso
 Fort Smith
 Houston

Indianapolis
 Jacksonville
 Las Vegas
 Los Angeles
 Memphis
 Miami
 Milwaukee
 Minneapolis
 New York
 Ocala
 Orlando - Daytona Beach - Melbourne
 Philadelphia

Phoenix
 Portland
 Reno
 Sacramento
 Salisbury
 San Antonio
 San Francisco - Oakland
 Seattle
 Tampa Bay
 Washington DC
 West Palm Beach
 Wichita



**87 DISPLAYS
11 NETWORKS**



- The Digital Outdoor Network features some of the most exclusive sites in the Los Angeles marketplace and reaches affluent commuters within this high profile demographic.
- (7) 14' x 48' Digital Bulletin Networks, (3) 12'5" x 22'9" Premiere Networks and (1) Total Traffic Network are available.

DIGITAL 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.



LAST MINUTE UPDATES



TIME-SENSITIVE MESSAGING



DYNAMIC CONTENT

ULTIMATE FLEXIBILITY



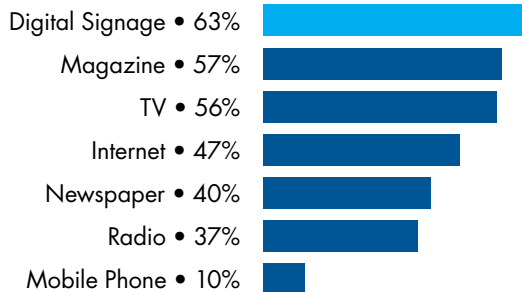
UNLIMITED CREATIVE EXECUTIONS



DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

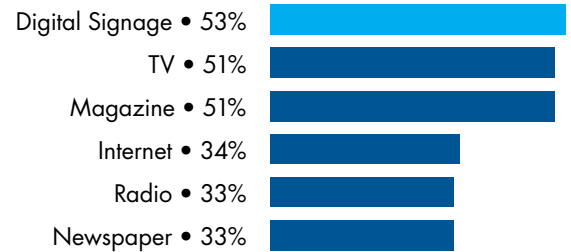
Percentage of people who report that advertising on the media catches their attention.



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.

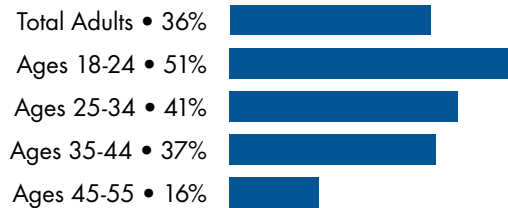


Base: Among those who have seen ads in the media in the past 12 months.

MAKE AN IMPACT

GET RESULTS

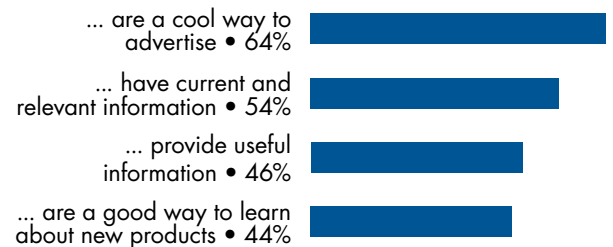
Percentage of people who took some action as a result of seeing advertising on digital signage.



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.



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.

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.

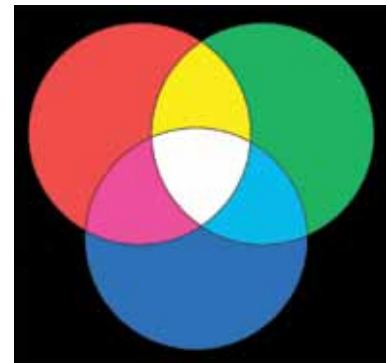
COLOR

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.

USE BRIGHT, BOLD COLORS

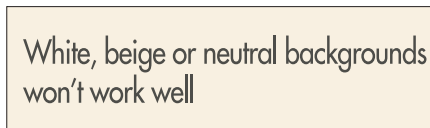
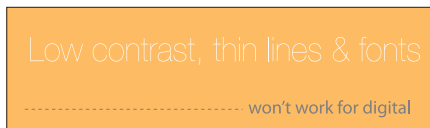


DIGITAL CREATIVE

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

JPEG 12

COLOR MODE

RGB

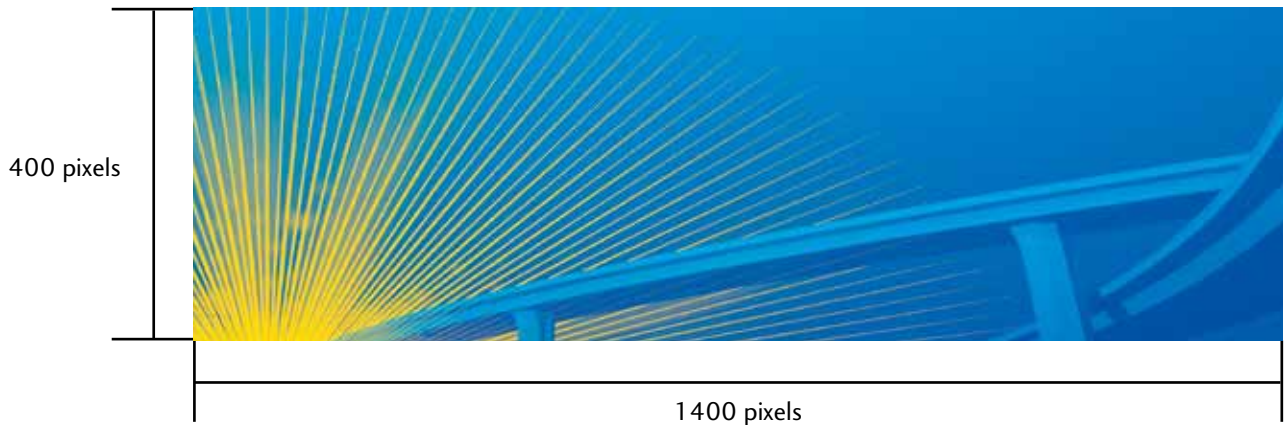
ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w

Digital Premieres - 400h X 764w

LA DIGITAL BULLETIN

CREATIVE SPECS



DIGITAL BULLETIN

FILE SIZE

400 pixels H x 1400 pixels W

FILE TYPE

Maximum Quality (JPEG12)

COLOR MODDE

RGB

DPI

72 (72 dpi will allow you to preview creatives cleanly at 100% of monitor screen size).

PREFLIGHT PRODUCTION

General artwork must be received 3 days before program launch. This will allow for pre testing and avoid any delays.

CONTACT INFORMATION

SALES/CONTENT MANAGEMENT

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(Manager - Digital Networks)

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PRODUCTION / SCHEDULING

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(Coordinator - Digital Networks)

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CREATIVE

Kelley Morita

(West Regional Marketing Manager)

Phone: 310.755.7274

Send Artwork to: LAXdigitalproduction@clearchannel.com



Comprised of more than 200 cities, and home to more than 13 million people, Los Angeles is the second largest Demographic Market Area in the United States.

The Los Angeles DMA is home to some of the most renowned communities in the world including Beverly Hills, Hollywood, West Los Angeles, Westwood, not to mention the celebrated beaches. All of these and more make Los Angeles one of the most popular travel destinations in the United States.

With the highest traffic congestion index in the nation, Angelenos spend nearly 1.8 million vehicle hours in the slow crawl of stop and go traffic every day. According to Census Estimates, 87% of Los Angeles residents use an automobile for their daily commute.

The Digital Outdoor Network features some of the most exclusive sites in the Los

DIGITAL LOS ANGELES

Angeles marketplace and reaches affluent commuters within this high profile demographic.

The Valley displays are located along the Ventura Corridor. This area is home to upscale valley communities of Woodland Hills, Tarzana, Canoga Park, Encino, and Sherman Oaks.

These (2) impactful displays will broadcast high resolution images identical to LA's Digital Outdoor Network. The signs will be illuminated 18 hours a day to reach consumers heading towards Woodland Hills, Calabasas, and Canoga Park.

***Advertising content will change every hour.**





LOS ANGELES DIGITAL

VALLEY NETWORK RATES

2 DIGITAL 14' X 48' DISPLAYS.

Each digital display will run up to a maximum of 6 advertising spots per day.

Each advertiser will then have their creative messages displayed 3 times per day.

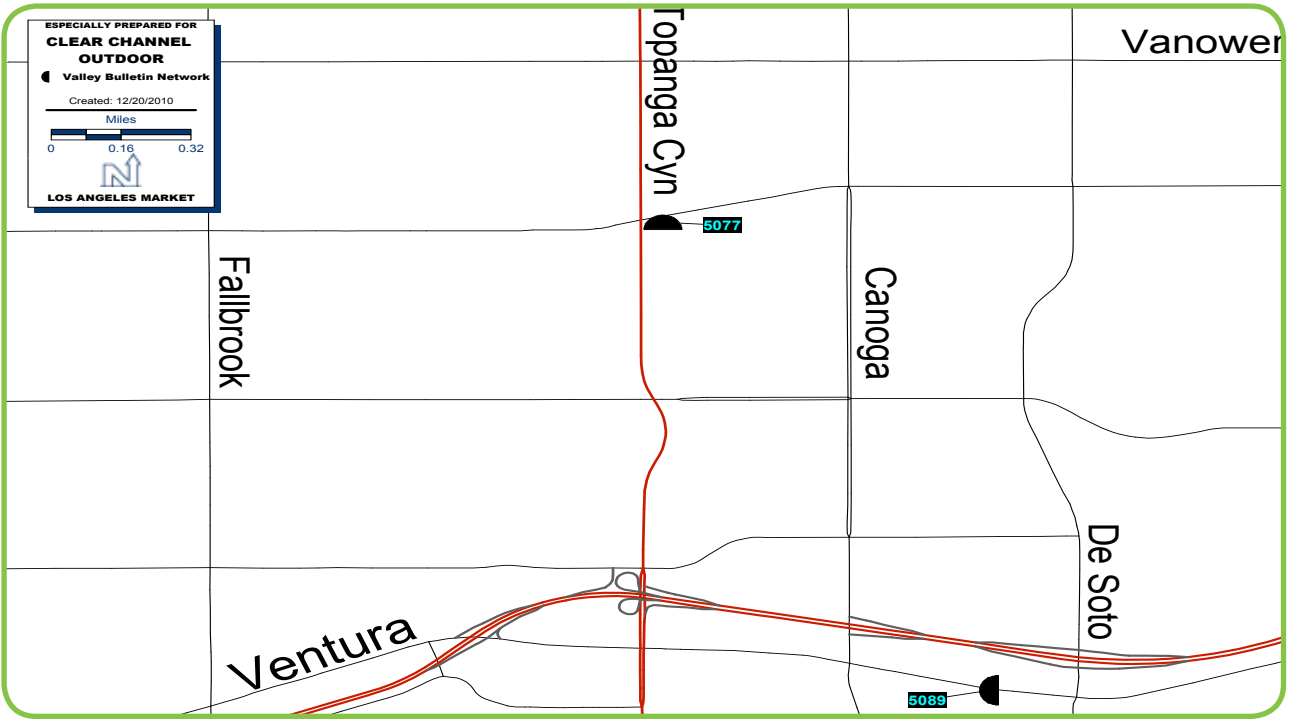
Hourly rotation from 6am-12pm.

PRICING

Valley Bulletin network will be sold for \$20,000 for 1 spot / per 4-week period on 2 digital locations.



LOS ANGELES VALLEY BULLETIN NETWORK LOCATIONS

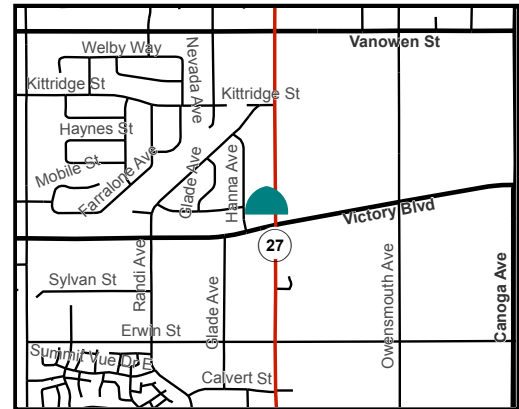


LOCATION	DESCRIPTION	FACING	WEEKLY EOI (In Thousands)
5077	Topanga Cyn 170 ft N/O Victory	South	218.7
5089	Ventura 1500 ft E/O Canoga	East	98.7

Reach	2.7
Frequency	5.2
Weekly TRP	3.5
Plan TRP	14.1
Weekly EOI	317,444
Total Target EOI	1,269,775

LOS ANGELES

LOCATION #: 005077
DESCRIPTION: Topanga Cyn 170 ft N/O Victory WS
CITY: Los Angeles
ZIP: 91303
FACING: Facing: South
SIZE: 14' x 48'
TOTAL 18+ EOI: 218.7 (Weekly EYES-ON Impressions In Thousands)
TAB PANEL ID: 423882



Latitude: 34.18756 Longitude: -118.6062

Digital bulletin display is located between the city borders of Canoga Park, and Woodland Hills on heavily traveled Topanga Canyon Blvd.

Located between 2 major shopping and entertainment destinations. Westfield Shoppingtown Topanga, and Westfield Promenade.

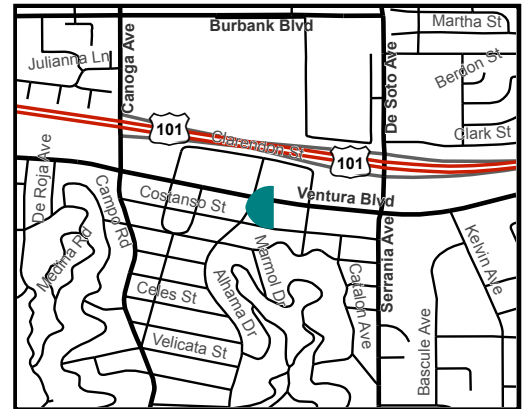
Copy Restriction. Advertising copy can only change hourly.



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LOS ANGELES

LOCATION #: 005089
DESCRIPTION: Ventura 1500 ft E/O Canoga SS
CITY: Los Angeles
ZIP: 91364
FACING: Facing: East
SIZE: 14' x 48'
TOTAL 18+ EOI: 98.7 (Weekly EYES-ON Impressions In Thousands)
TAB PANEL ID: 423890



Latitude: 34.16657 Longitude: -118.5923

Digital bulletin display is positioned on heavily traveled Ventura Blvd. Located near Woodland Hills Country Club, & Westfield Shoppingtown Topanga.

Located between auto dealerships which include: Ford, Lexus, Lincoln Mercury, Nissan, VW, & The Auto Gallery (Ferrari, Maserati, Porsche, Audi).

Copy Restriction. Advertising copy can only change hourly.



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