DIGITAL OUT-OF-HOME

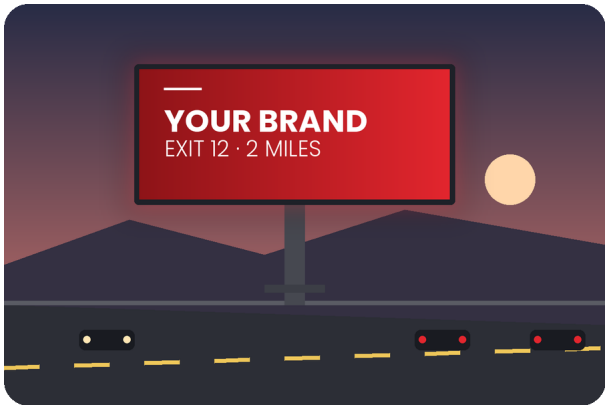
Be Seen Where **Life Happens**

Digital screens on highways, in shopping centers, waiting rooms, theaters, and more.



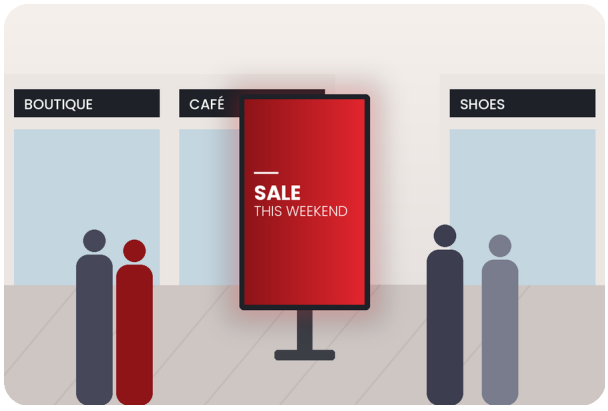
People spend most of their day away from home: driving, shopping, waiting, and going out. **Digital out-of-home (DOOH)** puts your brand on bright, high-impact screens in those moments, in the **exact geographies** you choose, from a single neighborhood to an entire region. No skipping, no scrolling past.

WHERE YOUR AD APPEARS



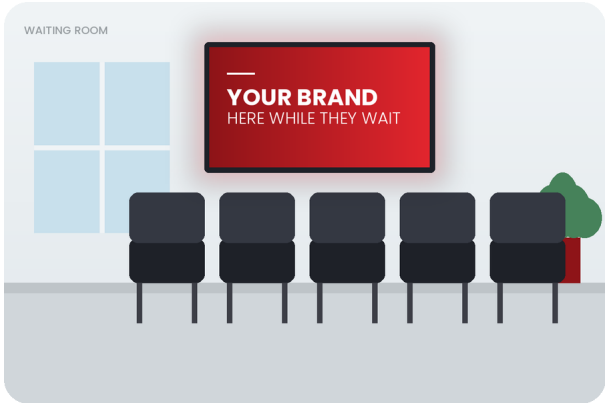
Roadside & Highway

Large-format digital billboards along busy commuter routes.



Shopping Centers & Retail

Screens where shoppers are ready to spend.



Doctors' Offices & Waiting Rooms

A captive audience with time to pay attention.



Movie Theaters & Entertainment

Big-screen impact in front of engaged crowds.

Also available: restaurants & bars · gas stations · gyms · airports · grocery stores · and more

WHY DOOH WORKS

76% of viewers took action after seeing a DOOH ad, like visiting a store or restaurant.[1]

74% of mobile users took action on their phones, such as searching for or visiting the advertiser's website.[1]

73% of consumers view DOOH ads favorably, ahead of TV/video, social, and online ads.[1]

93% of people who visited a business after seeing a digital billboard with directions made a purchase.[2]

HOW IT WORKS

1

Choose your geography

Target by ZIP code, city, radius around your location, or an entire market.

2

Pick your venues

Match screens to your audience: commuters, shoppers, patients, moviegoers.

3

Schedule your message

Run by day and time, and update creative anytime with no printing.

4

Extend and measure

Retarget people near your screens on their phones and track results.

THE MAX MEDIA DIGITAL ADVANTAGE

Most billboard companies only sell the screen. We connect DOOH to the rest of your plan: **geofencing** to reach people on their phones after they pass your screen, plus **streaming TV, audio, social, and search** to repeat your message everywhere. Seeing your brand in the real world makes every digital ad more familiar, and more likely to be clicked.

Put your business where people can't miss it.

Talk to your Max Media Digital team about a DOOH plan for your market.

maxmediadigitalllc.com

Sources: [1]OAAA / The Harris Poll, 2024 DOOH consumer study. [2]Nielsen for OAAA, Digital OOH Advertising Report, 2020. Illustrations are representative; available venues vary by market.