



**Put Yourself Out There**



Your Pennsylvania and New Jersey  
Out-Of-Home Experts

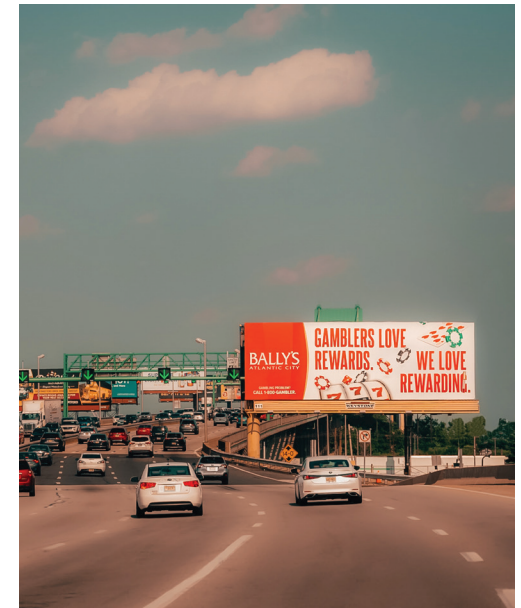
# OUR MISSION

Make **you** shine.

Keystone Outdoor Advertising, Inc. strengthens the communication between advertisers and consumers through effective advertising campaigns on our high-profile, prime digital bulletins, static bulletins and transit opportunities in the Philadelphia DMA. We partner with businesses through each step of the process to achieve their strategic goals, while providing superior customer service and support.

Through a cooperative and collaborative company culture, we achieve our goals and strive to be the best.

More importantly, through technology and innovation, we are always focused on how to improve and grow making Keystone Outdoor the expert for your OOH needs.



# WHY KEYSTONE

## We know this place like the back of our hand.

Keystone Outdoor is the Philadelphia DMA's largest independent OOH company offering premier static bulletins, digital bulletins and transit advertising covering the most in-demand roadways, inner city neighborhoods and suburbs. We are proud to have been serving the City of Brotherly Love (+ well beyond) for over 40 years.

Today, as the outdoor advertising climate is ever-changing, we stay true to the medium and continue to pivot when necessary – adjusting to the needs of our clients along the way. Keystone Outdoor provides competitive pricing, added value packaging and unrivaled customer service.

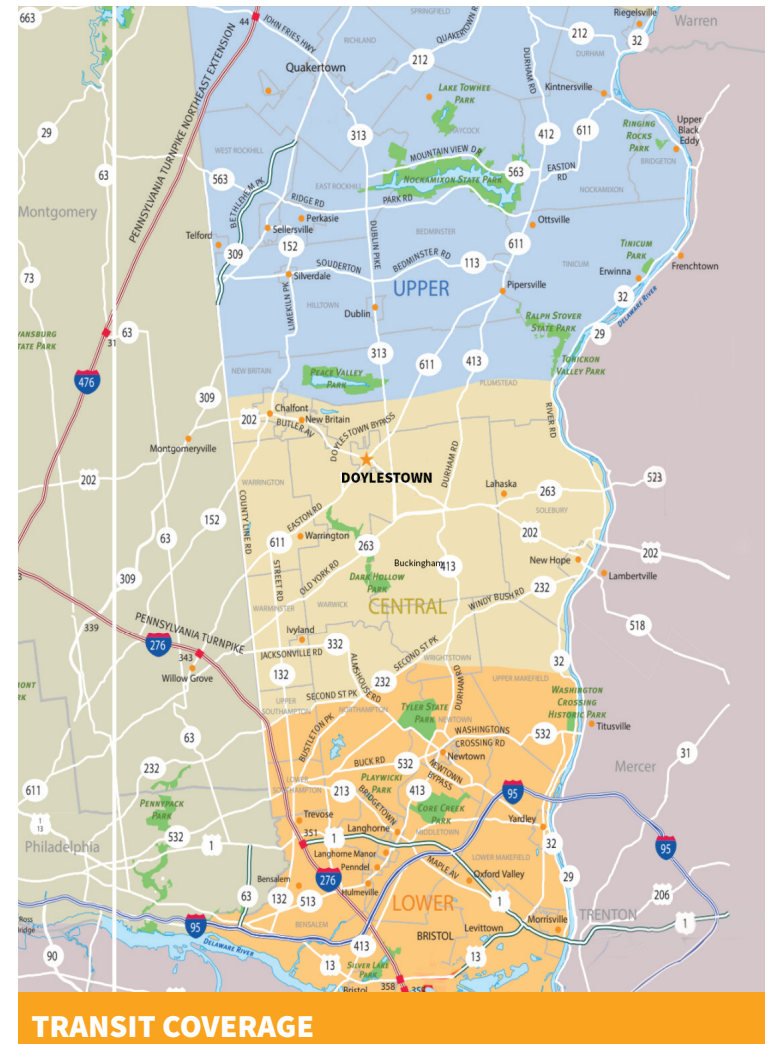


# COVERAGE

## You can't miss us.

Our regional footprint covers the **Philadelphia DMA** extensively including Philadelphia and the surrounding PA counties, as well as NJ.

Make your impressions count - **25%** of our inventory fall in the **top 1/3** of the highest impressions in the market, providing complete comprehensive coverage and prime market share.



# WHY OOH?

Simply because **it works.**

**90%** of US travelers have noticed out-of-home advertising in the past month.

Customers see out-of-home ads and are regularly influenced by them.

**72%** of people who have responded to an out-of-home ad have acted on that ad and made a purchase.

Of those, **66%** took action on their mobile device.

 **1 IN 4**

**DISCUSSED AN AD OR PRODUCT WITH ANOTHER CONSUMER**

 **1 IN 4**

**VISITED A RESTAURANT THEY SAW ADVERTISED**

 **1 IN 5**

**IMMEDIATELY VISITED A BUSINESS ADVERTISED**

**Did you know...**

Consumers exposed 9+ times to an OOH ad, in a month, can have a visitation rate **40%** higher than average.



Compared to all other media, out-of-home advertising reaches **more people for less money** – while also providing a halo effect for the rest of your advertising. OOH is crucial to your marketing mix.

Source: OAAA 2019 & Nielsen 2019

# LET'S COLLAB.

We've got **your back.**



**Let's chat:** Together, we will craft the perfect campaign and find the best locations to reach your target audience.



**Stand out:** Need help designing creative that makes an impact? Leverage our design team to create unforgettable copy.



**Production:** Let us do the heavy lifting. We can take care of producing your materials and assuring your campaign kicks off without a hitch.



**Boost your Buy:** Learn about our dynamic digital capabilities, social media integration and other offerings to boost your campaign impressions and reach.



**Results & Next Steps:** We drive results. As you track your campaign's success, we'll be ready to help plan for your next round!



# OUR PRODUCTS.



Put yourself out there: **everywhere.**



**STATIC BULLETINS.**



**DIGITAL BULLETINS.**



**SPECIAL OFFERINGS.**



**TRANSIT OFFERINGS.**

## PRODUCTS

# STATIC BULLETINS

Large format bulletins strike awe and command attention.

Our inventory includes high profile 14x48 bulletins and 20x60 bulletins making any campaign impossible to miss.

## MAJOR COVERAGE AREAS:

- MAJOR BRIDGES IN & OUT OF PHILADELPHIA
- CENTER CITY
- UNIVERSITY CITY
- STADIUM DISTRICT
- PHILADELPHIA AIRPORT
- SOUTH JERSEY
- MAINLINE
- KING OF PRUSSIA

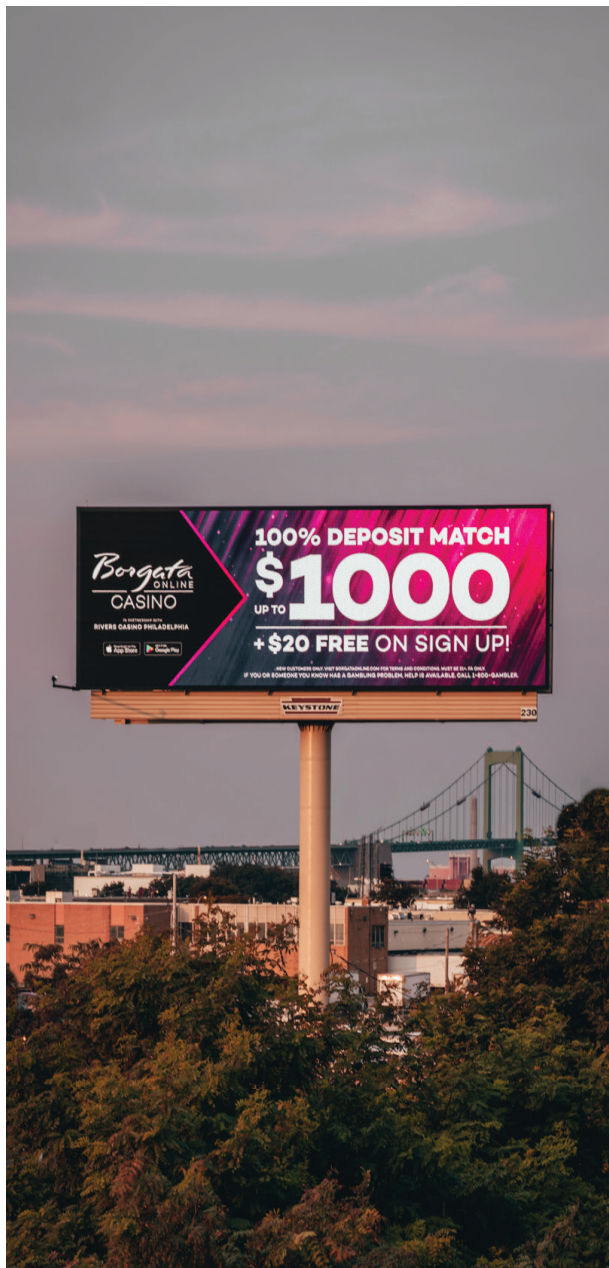


# STATIC COVERAGE



## MAJOR COVERAGE AREAS:

- MAJOR BRIDGES IN & OUT OF PHILADELPHIA
- CENTER CITY
- UNIVERSITY CITY
- STADIUM DISTRICT
- PHILADELPHIA AIRPORT
- SOUTH JERSEY
- MAINLINE
- KING OF PRUSSIA



## PRODUCTS

# DIGITAL BULLETINS

Our eye-catching digital bulletin network covers all major areas of the market, including unmatched downtown Center City inventory.

Digital bulletins allow maximum flexibility and highly targeted messaging without production costs. Change your message as often as you want and take advantage of powerful dynamic capabilities.

## MAJOR COVERAGE AREAS:

- STADIUM DISTRICT
- SOUTH JERSEY
- UNIVERSITY CITY
- SOUTH PHILADELPHIA
- PA TURNPIKE
- CHELTENHAM
- DELAWARE COUNTY
- NORTHEAST PHILADELPHIA

# DIGITAL COVERAGE



## MAJOR COVERAGE AREAS:

- STADIUM DISTRICT
- SOUTH JERSEY
- UNIVERSITY CITY
- SOUTH PHILADELPHIA
- PA TURNPIKE
- CHELTENHAM
- DELAWARE COUNTY
- NORTHEAST PHILADELPHIA

## PRODUCTS

# SPECIAL OFFERINGS

Let us help you craft an OOH plan to meet your specific, desired results, while maximizing your budget. We have many unique programs and packages to reach your customers.

- FULL OR HALF DIGITAL BULLETIN NETWORK PACKAGES
- STATIC CONSECUTIVE BULLETINS
- STATIC AND DIGITAL ROTARY PROGRAMS
- DIGITAL DOMINATION/HALF DOMINATION PACKAGES
- CUSTOM PACKAGE OPTIONS TO FIT YOUR SPECIFIC BUDGET AND TARGETING



## PRODUCTS

# TRANSIT ADVERTISING



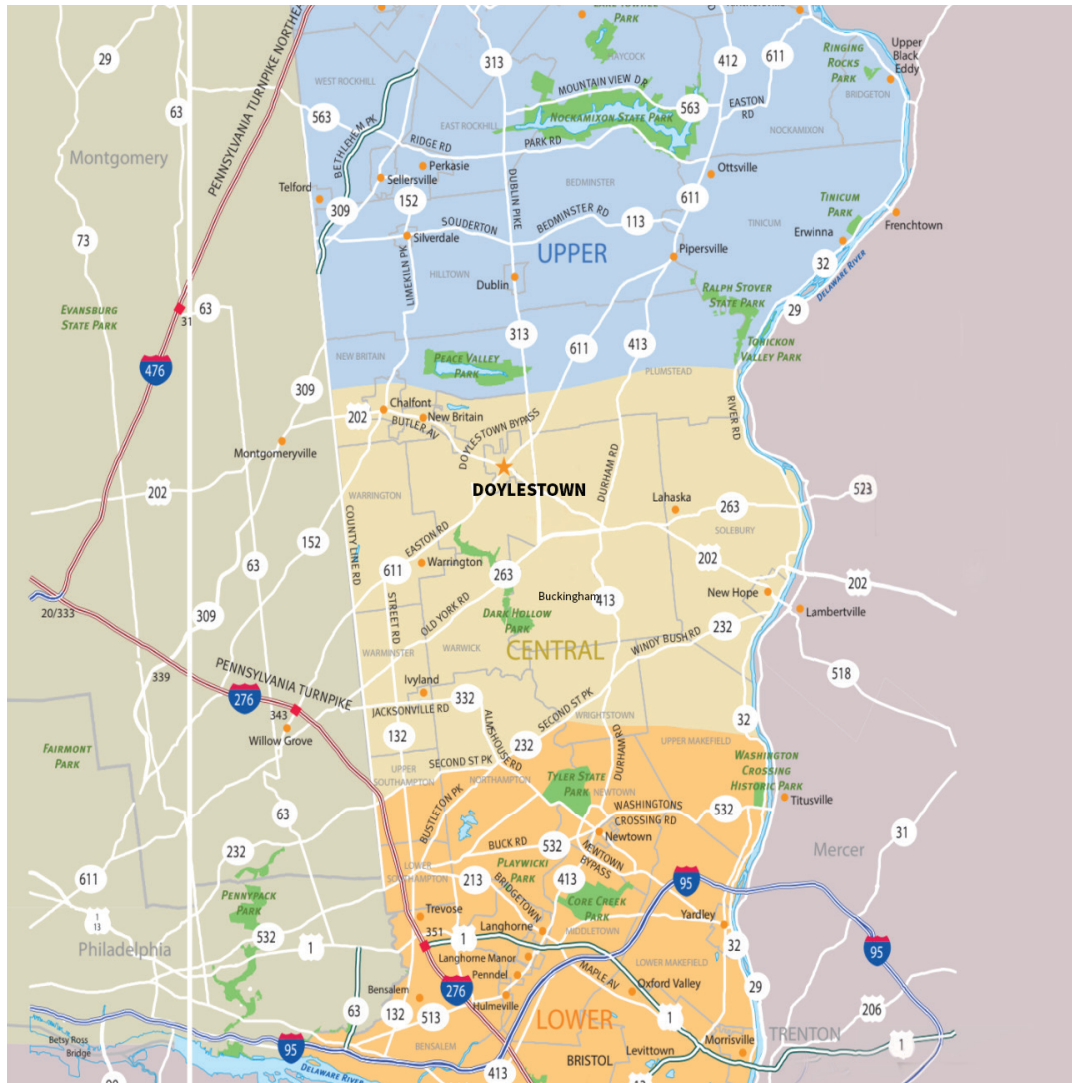
We offer several different transit options to meet your budget – be it fully wrapped buses or side panels.

The value of Keystone Transit is its ability to penetrate deep into Bucks and Montgomery Counties, on primary and secondary roads. Even better, transit is an excellent addition to your static and digital bulletin campaigns to increase reach and frequency of your messaging.



- **More than 95% of Americans are reached by media targeting vehicle drivers and passengers.**
- **30% of mobile outdoor viewers indicate they would base a buying decision on the ad they see.**

# TRANSIT COVERAGE



## DID YOU KNOW

Fleet vehicle advertising boosts name recognition **15 times greater** than any other form of advertising.

# OUR PHILOSOPHY

Community is **key**.

Keystone Outdoor Advertising is committed to serving our City of Brotherly Love community + beyond.

As one of the widest reaching and most effective advertising mediums, billboards reach audiences in ways other mediums cannot.

We are proud to use our platform to spread awareness and to simply do good for our our Philly & NJ family.

We are honored to have donated millions of dollars in public service announcements over the years to non-profits organizations.

Our mission is simple. We are here for you; we support you and we have got your back. It's a Philly thing.

**Here are just some of Keystone's Non-Profit Partners:**



# THANK YOU

Ready to get started? Need more information?



856.767.5028



PO Box 202, Cheltenham, PA 19012



Inquiries@KeystoneOutdoor.com



[www.KeystoneOutdoor.com](http://www.KeystoneOutdoor.com)



@KeystoneOutdoorAdvertising



@KeystoneOutdoorAdvertising



@KeystoneOutdoor

