

Put Yourself Out There

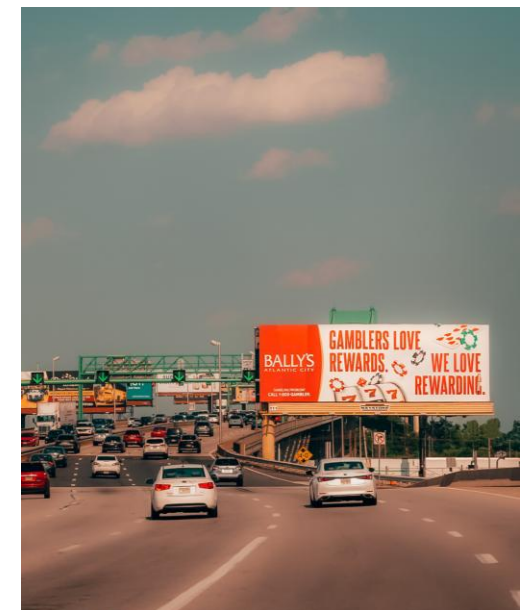
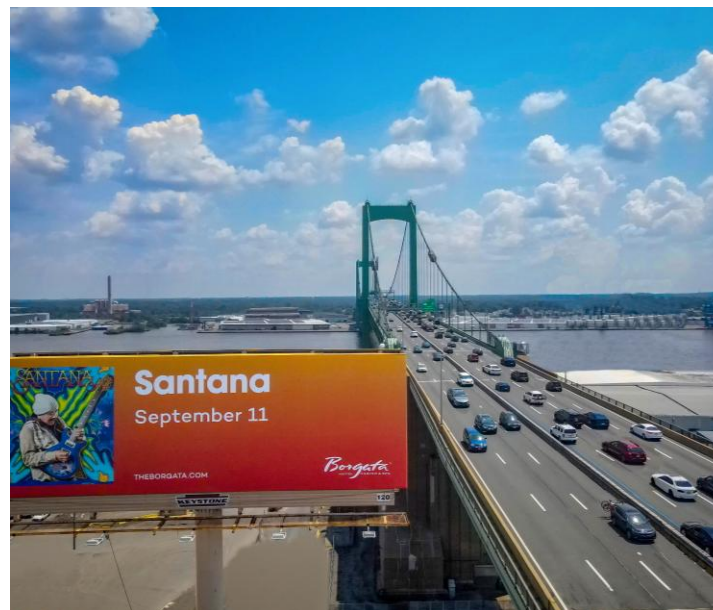


Your Pennsylvania and New Jersey
Out-Of-Home Experts

OUR MISSION

Make **you** shine.

- Provide high profile static & digital inventory with complimentary transit offerings
- Cooperative & collaborative company culture
- Competitive pricing
- Streamline packaging with added value
- Technology & innovation
- Over deliver & over service



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.



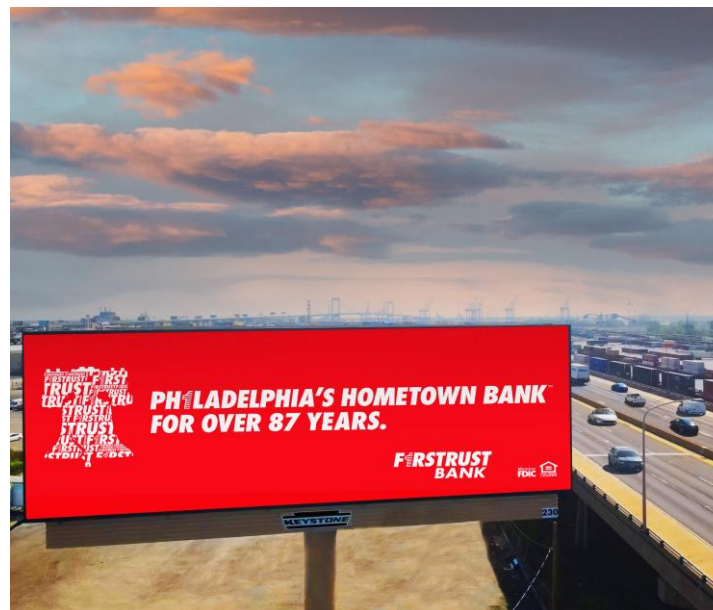
Compared to all other media, out-of-home advertising reaches **more people for less money** – while also providing a halo effect for the rest of your advertising. OOH is crucial to your marketing mix.

Source: OAAA 2019 & Nielsen 2019

WHY KEYSTONE

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

- Over 45 years in business
- Largest independent OOH operator in the Philadelphia DMA
- Keystone is growing to fit the needs of our advertisers
- Service is our key to success
- Standard sizes
- 24-hour illumination



OUR PRODUCTS.



Put yourself out there: **everywhere.**



STATIC BULLETINS



DIGITAL BULLETINS



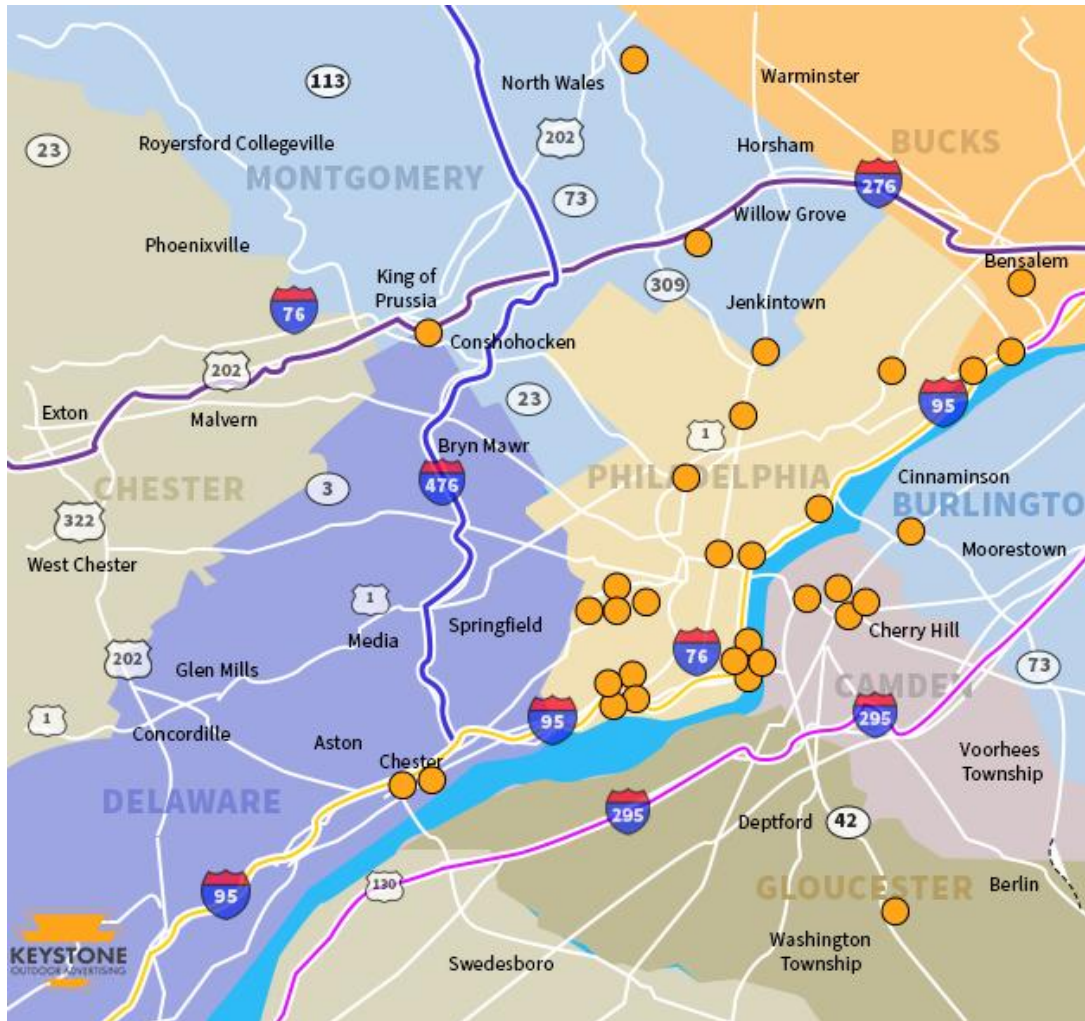
SPECIAL OFFERINGS

PRODUCTS

STATIC BULLETINS



STATIC COVERAGE – PHILLY METRO



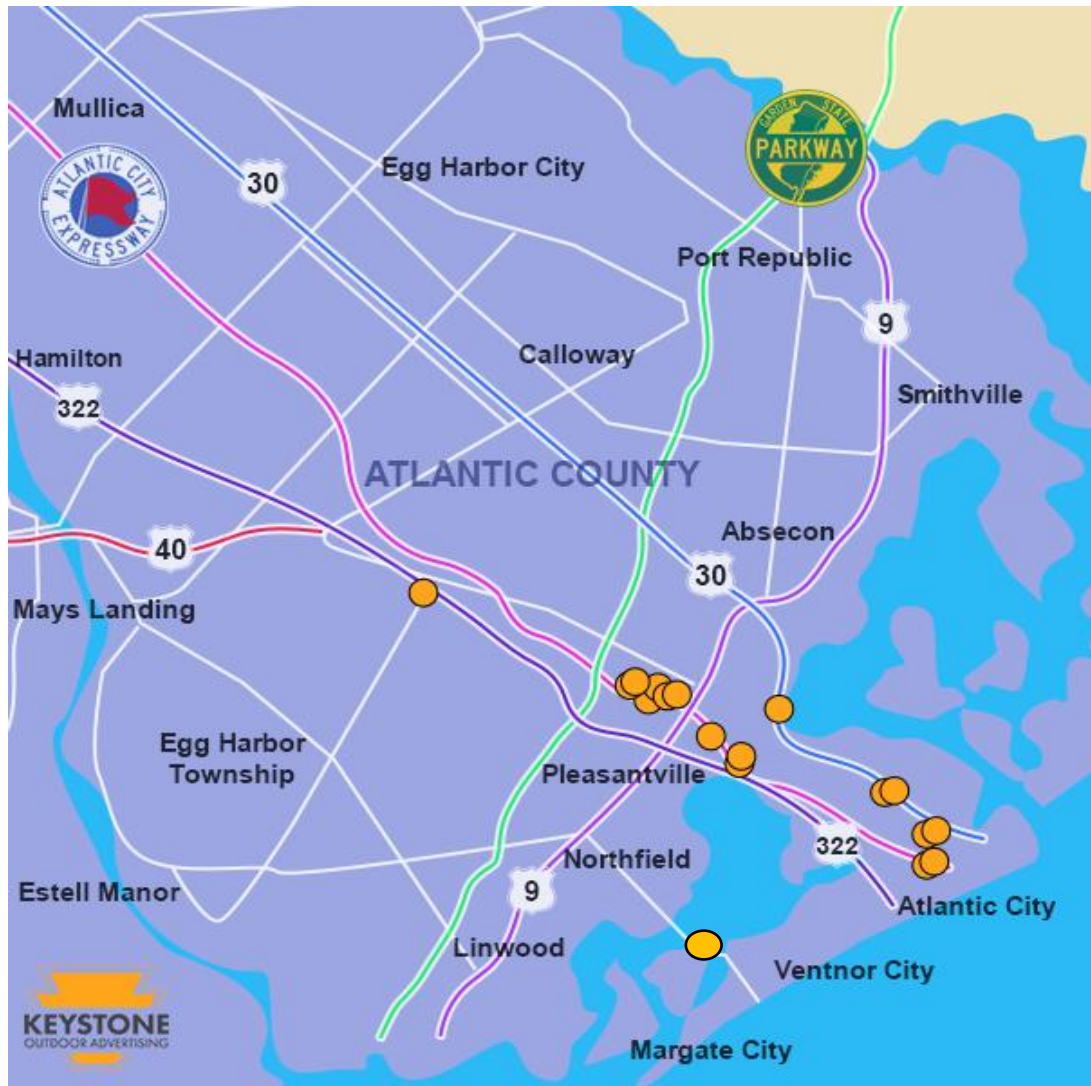
MAJOR COVERAGE AREAS:

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

STATIC COVERAGE – PHILLY METRO



JERSEY SHORE COVERAGE



MAJOR COVERAGE AREAS:

- Atlantic City Expressway
- White Horse Pike
- Black Horse Pike
- Margate Causeway

STATIC COVERAGE – JERSEY SHORE



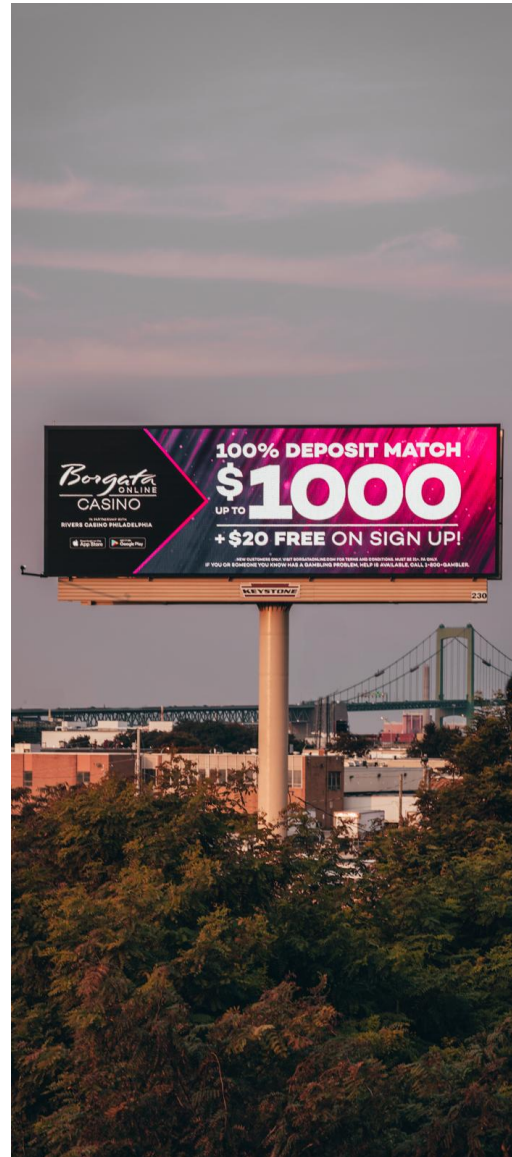
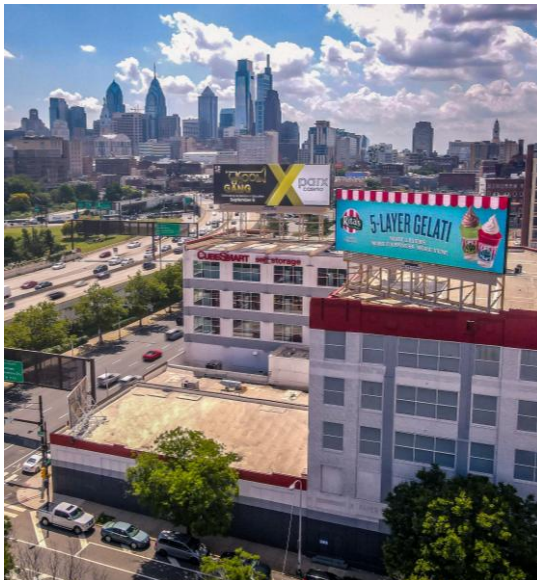
PRODUCTS

DIGITAL BULLETINS

70% of consumers have recently noticed digital billboard ads

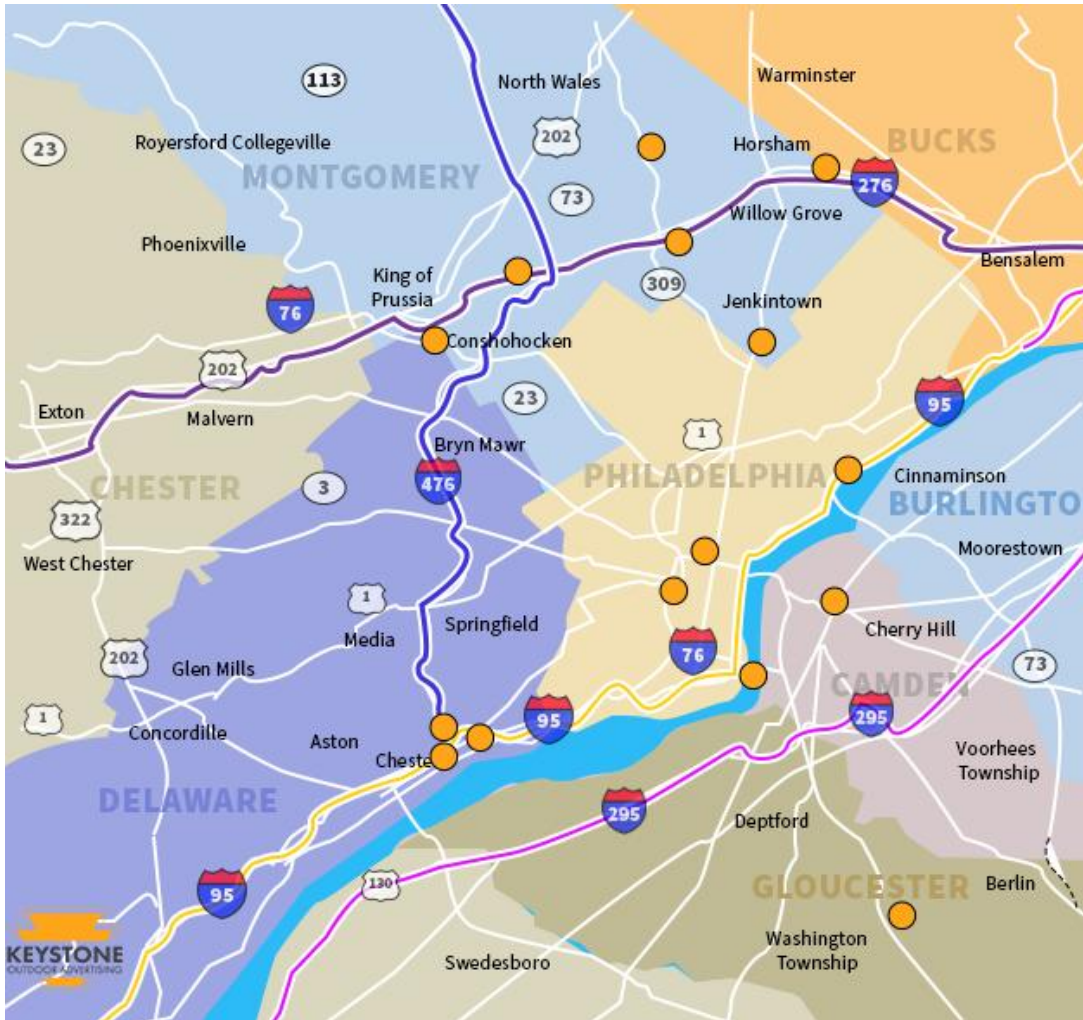
65% of viewers took action after seeing digital billboard ads (search, store visit, social media post)

52% of viewers engaged in a mobile device action (website visit, purchase, access discount)



Source: Morning Consult, Nielson

DIGITAL COVERAGE



MAJOR COVERAGE AREAS:

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

DIGITAL COVERAGE

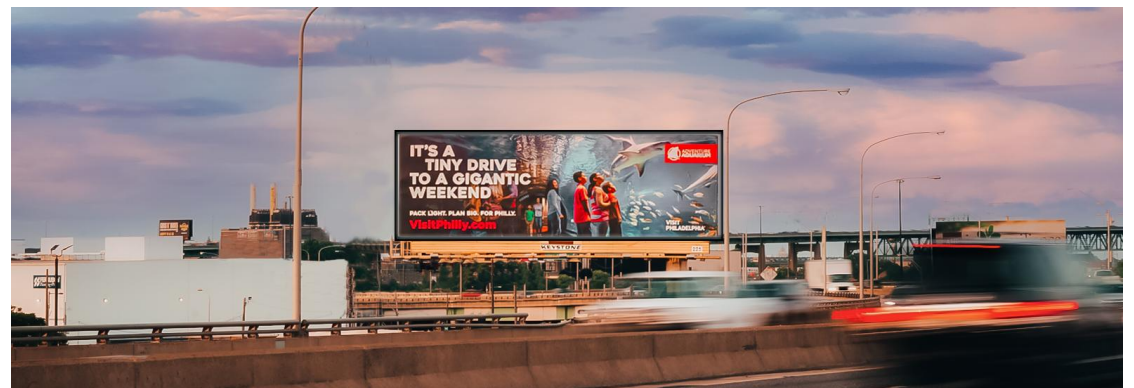


PRODUCTS

SPECIAL OFFERINGS

- 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

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- HHI 100k+ reach 73% with 15x digital bulletin network
 - AA ad18+ 10x digital bulletin network indexing over 175
 - Hispanic ad18+ 5x targeted digital bulletin network indexing over 115 for Spanish language copy



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:



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!



THANK YOU

Ready to get started?
Need more information?



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