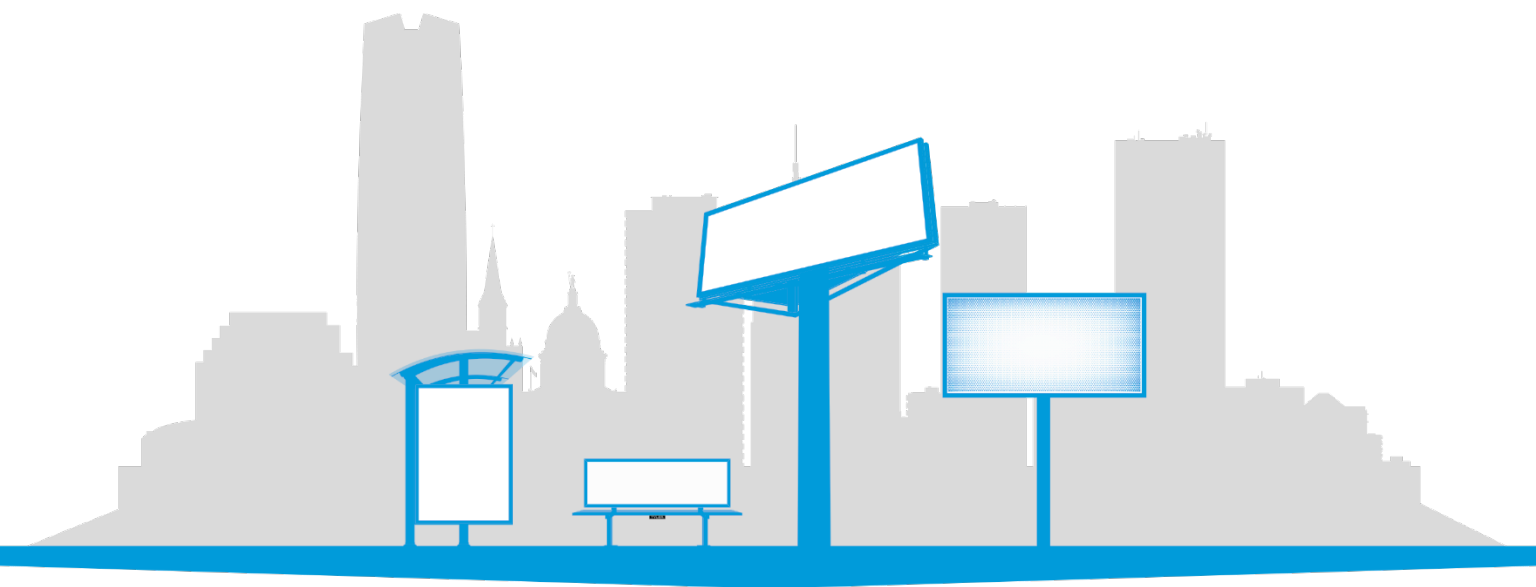


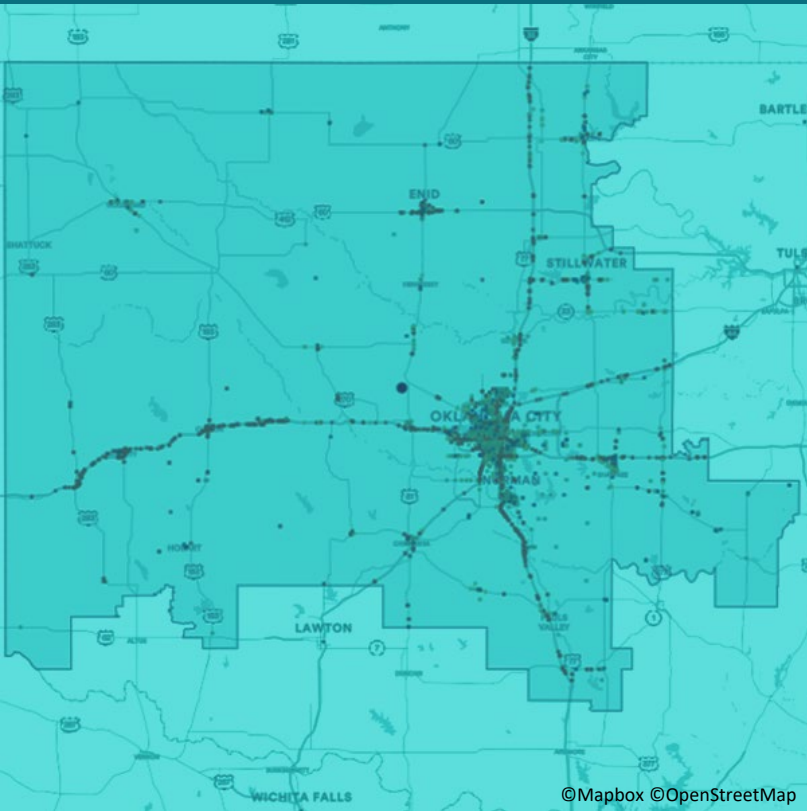


Oklahoma

OOH Advertising



5101 S. Shields Boulevard, Oklahoma City, OK 73129



DMA SNAPSHOT



2m

DMA population



\$62.5k

Median household income



37

Median age



2.5

Average household size



64%

Households with children

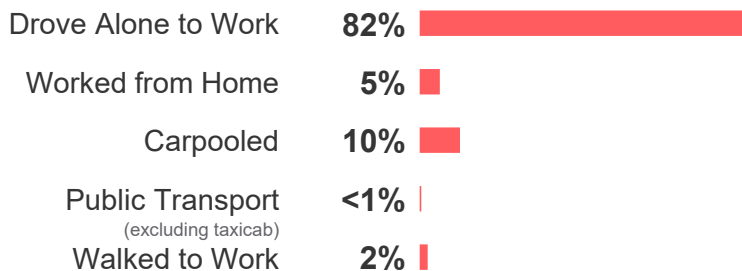


32%

Households with 1 or more people under 18 years

COMMUTE INFO

Ages 16+ means of transportation to work



22 minutes

average travel time to work



28%

of commuters have a 30+ minute commute

TOP OOH SPENDERS

(By Category)

Amusements & Events: Comb Copy

Hospitals, Clinics & Medical Centers

Quick Serve Restaurants

Car & Lt Truck Local Dealers: Asian

Banking (Consumer)

Hotels & Resorts, Domestic

Local Government

Telecom Providers/Services

Fuel Suppliers, Plumbing, Heating & AC Svc

Car & Truck Dlrs, Sales & Lsg: Comb

In this market, Geopath audits more than **7,400** spots from **29** operators that generate more than **592m** impressions.

We've Got You Covered...

Tyler Outdoor owns and operates over 1,900 OOH faces in Oklahoma.
Here is an overview of our coverage area.

<u>County</u>	<u>City</u>	<u>County</u>	<u>City</u>
Beckham	Elk City	Grady	Tuttle
	Erick	Logan	Edmond
	Sayre	Mcclain	Purcell
Caddo	Hinton	Oklahoma	Del City
	Hydro		Edmond
Canadian	Okarche		Midwest City
	Oklahoma City		Oklahoma City
	Piedmont		Spencer
	Yukon	Payne	Stillwater
Cleveland	Moore	Roger Mills	Cheyenne
	Noble	Washita	Burns Flat
	Norman		Canute
Custer	Clinton		Cordell
	Custer City		Foss
	Weatherford		Sentinel



Bulletin Advertising



TYLER
OUTDOOR ADVERTISING

PHONE: 405.429.5015
5101 SOUTH SHIELDS BOULEVARD
OKLAHOMA CITY, OKLAHOMA 73129

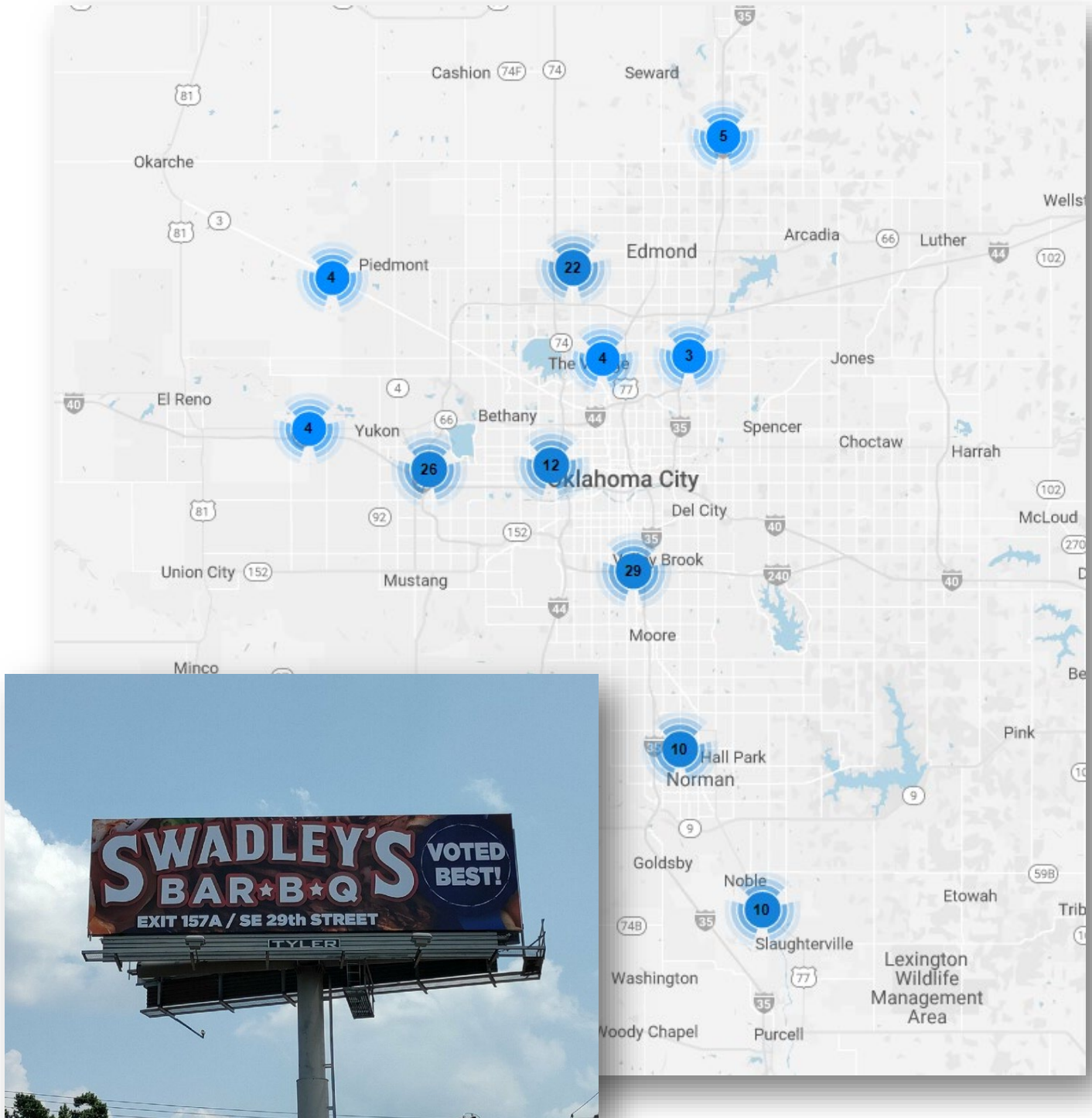
Oklahoma Bulletin Coverage

Bulletins are the largest and most impactful form of Outdoor Advertising. Located on highly visible primary thoroughfares, they offer advertisers the highest exposures from these heavily traveled arteries.

Tyler Outdoor offers bulletin coverage throughout the Oklahoma City Metro as well as Western Oklahoma.



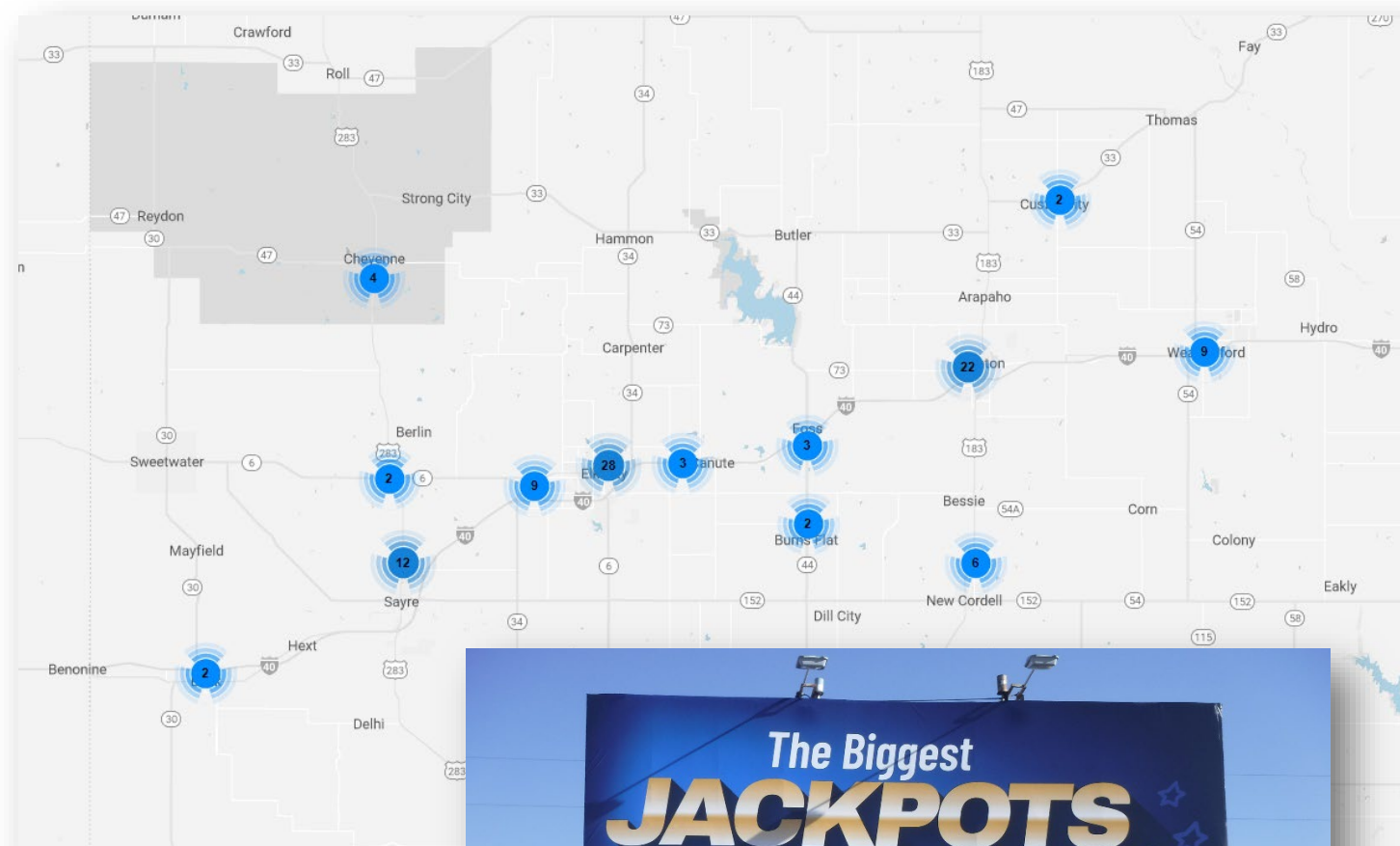
Metro Oklahoma City Bulletin Coverage



TYLER
OUTDOOR ADVERTISING

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5101 SOUTH SHIELDS BOULEVARD
OKLAHOMA CITY, OKLAHOMA 73129

Western Oklahoma Bulletin Coverage



Digital Billboard Advertising



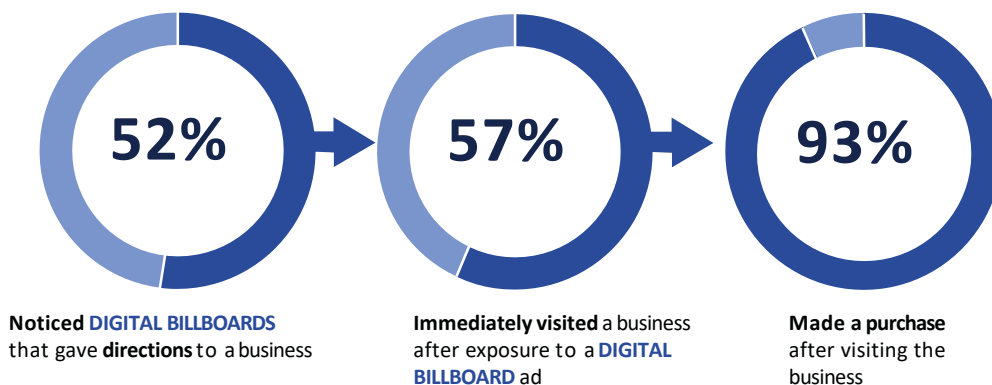
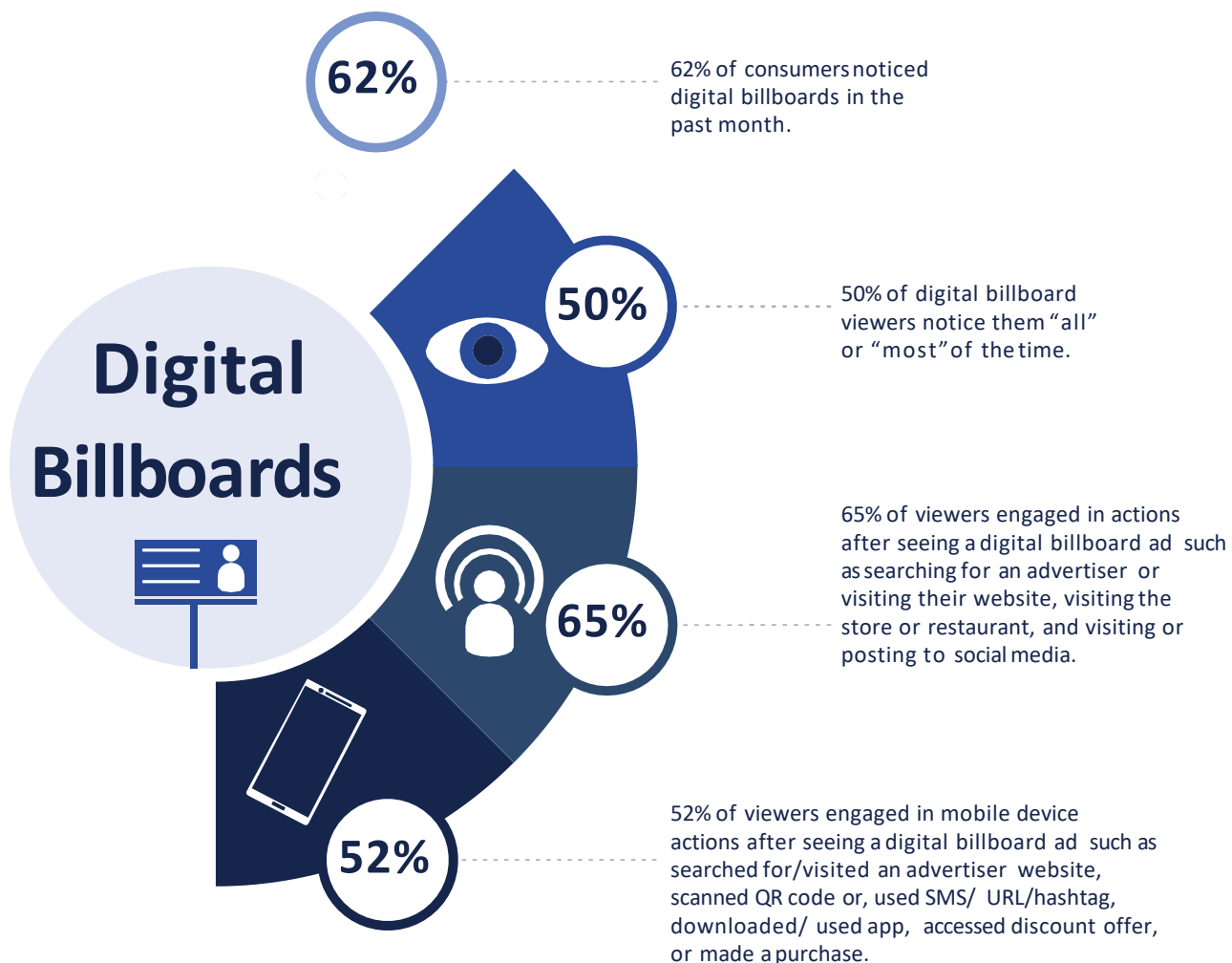
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Digital Billboards Engage Consumers



Source: Nielsen conducted 453 online surveys among U.S. residents age 16 or older in the top 30 markets, between February 24th to March 4th, 2020.

DIGITAL OOH CAPABILITIES



DAY PARTING CONTENT

Reach consumers with real-time, relevant messaging by automatically rotating multiple creative designs based on time of day.



USER-GENERATED CONTENT

Let customers discuss a product or topic and display the comments immediately.



COUNTDOWNS

Digital OOH can count down to a specific day or event, and update with every rotation of an ad.



LIVE SCORES

Live scores can be reported on digital OOH and updated as the game progresses

DIGITAL OOH CAPABILITIES



TRAFFIC & COMMUTING

Digital OOH can automatically change creative designs based on travel conditions reacting to delays and incidents.



TRENDING ITEMS

Share trending items by displaying images, texts, prices, and more.



WEATHER TRIGGERS

Automatically change messages based on weather in a local market. Digital billboard sensors can produce current weather conditions, a local forecast, or report the current temperature.



SOCIAL MEDIA

Pull content from a variety of social media feeds such as Facebook, Twitter, Instagram, FourSquare, and more.

DIGITAL OOH CAPABILITIES



SPECIAL PRICING

Communicate unique offers or special sales and change information in response to consumer demands.



CONSUMER CONVENIENCE

Time is money and today's busy mobile consumer craves ways to create efficiencies in their day.



DIGITAL OOH IS ALL ABOUT UNDERSTANDING AND ENGAGING WITH ACTIVE CONSUMERS, DELIVERING SATISFYING, REWARDING AND VALUE-CREATING EXPERIENCES WHEREVER AND WHENEVER CONSUMERS WANT TO BUY.

Bus Shelter Advertising

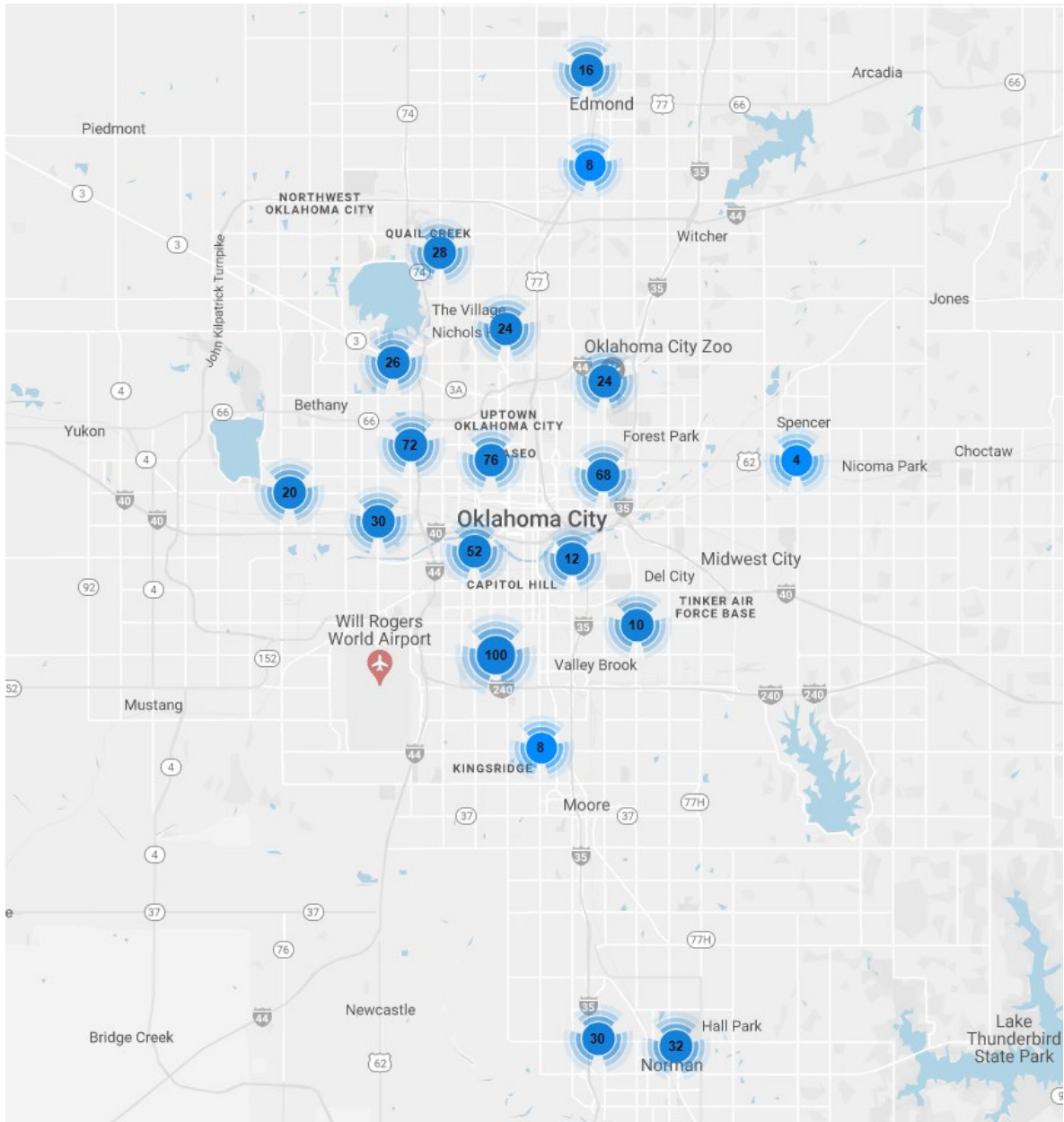


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Metro OKC Bus Shelter Coverage

Bus Shelter panels offer uncluttered showcases for advertising at high circulation locations throughout the market. Tyler Outdoor operates over 600 advertising displays throughout the Metro Oklahoma City area.



Benefits of Bus Shelter Advertising

Bus Shelter Displays offer uncluttered showcases for advertising. They provide eye-level visibility to vehicular and pedestrian traffic at high circulation locations.



Benefits of Bus Shelter Advertising

Bus Shelter Displays are primarily used to reach metropolitan audiences for both national and local advertisers. They can be purchased and rotated throughout a market or by selective locations to reach specific target groups. They are effective for multiple uses, including point-of-purchase, directional, demographic or geographic marketing.



Benefits of Bus Shelter Advertising

Shelter Displays can target specific audiences in areas that other out-of-home can't go. They can be in close proximity to commuters, retail, entertainment and residential areas. These displays allow advertisers to achieve both high reach and frequency at a very low cost per thousand.



Bus Bench Advertising

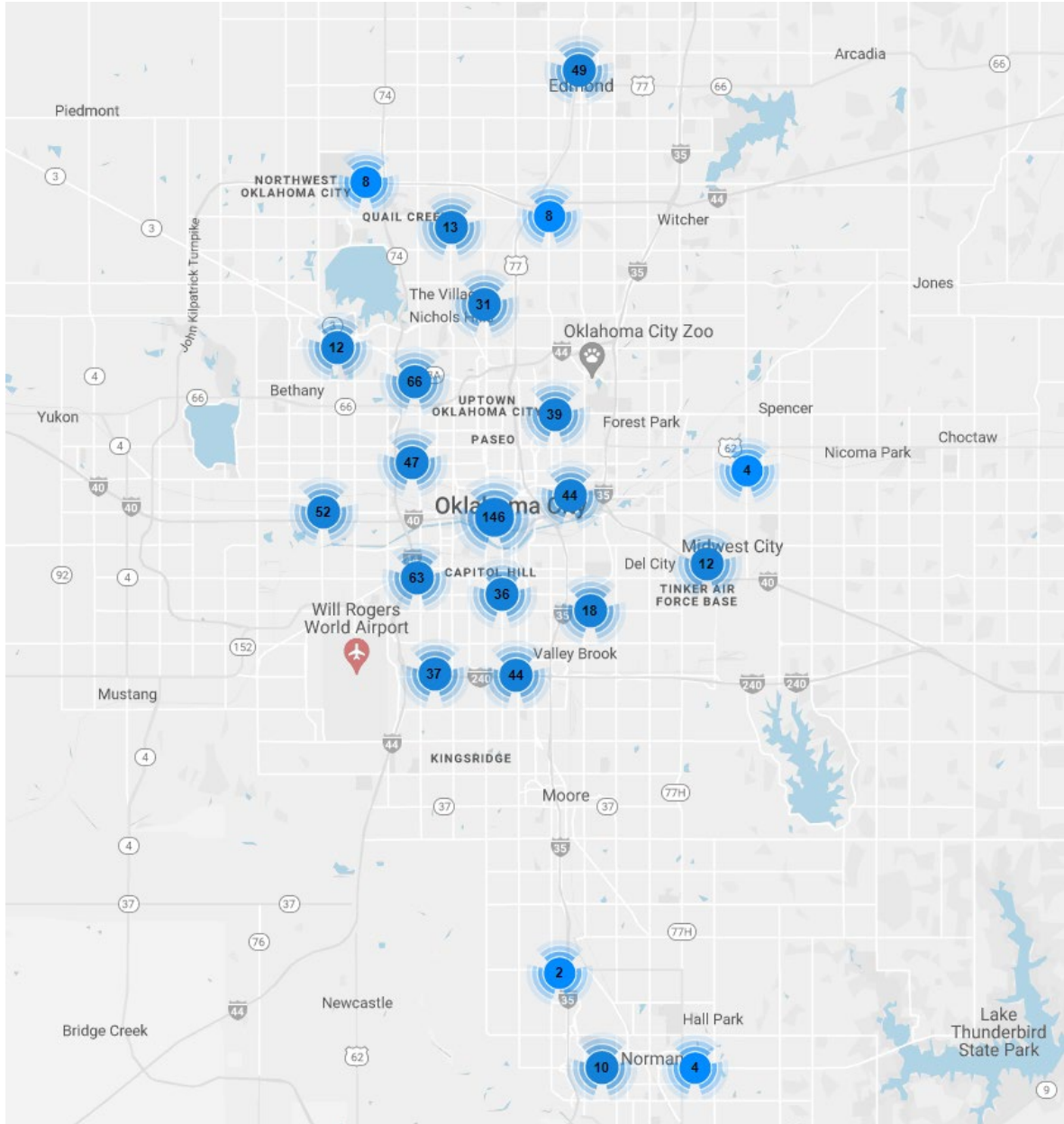


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OKLAHOMA CITY, OKLAHOMA 73129

Metro OKC Advertising Bench Coverage

Bus Benches are used to reach specific demographic segments as well as mass-market coverage. Tyler Outdoor owns and operates 750 benches throughout the Metro Oklahoma City area.



Benefits of Bench Advertising

Affordability

When compared to other forms of advertising, the cost per impression is pennies on the dollar. Nothing compares to Bench Advertising in means of attracting attention for minimum spending.



Benefits of Bench Advertising

Local Targeting

Unlike print or broadcast advertising, Bench Advertising is targeted to specific geographic areas or demographic groups.



Benefits of Bench Advertising

Repetition

Repetition is what advertising is all about. Ads located on Benches leverage the power of repetition for people who repeatedly pass by them several times a day, week, month or year.



Benefits of Bench Advertising

Windshield Level Ad Placement

Bench Advertising is placed at street level and more importantly, eye level. They are the ideal advertising medium for both drivers and pedestrians in metropolitan areas.

