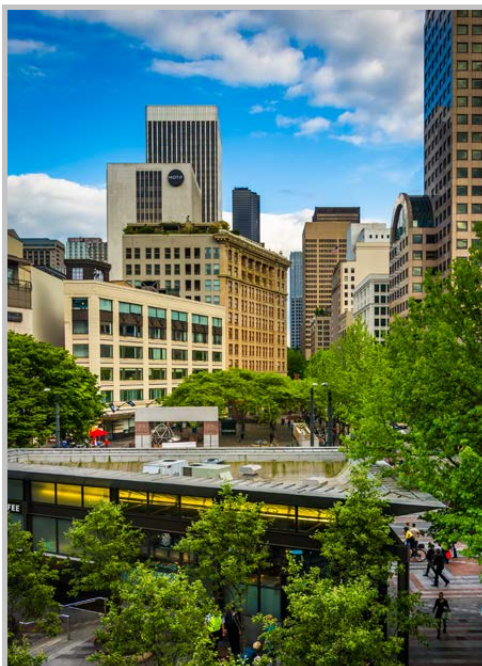


LAMAR



SEATTLE, WA

MEDIA GUIDE



ADVERTISING COMPANY

SEATTLE-TACOMA

MEDIA GUIDE

WHO ARE WE?

OUR HISTORY

ABOUT SEATTLE

SEATTLE MARKET PROFILE

SEATTLE

COMPETITIVE MEDIA PRESENCE

OUR PRODUCTS: BILLBOARDS

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Seattle Bulletin Coverage Map
Bellingham Bulletin Coverage Map

POSTERS

About Poster Advertising
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JUNIOR POSTERS

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About Digital Advertising
Lamar Digital Capabilities
Seattle Digital Coverage Map

WALLSCAPES

About Wallscape Advertising
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OUR PRODUCTS: TRANSIT

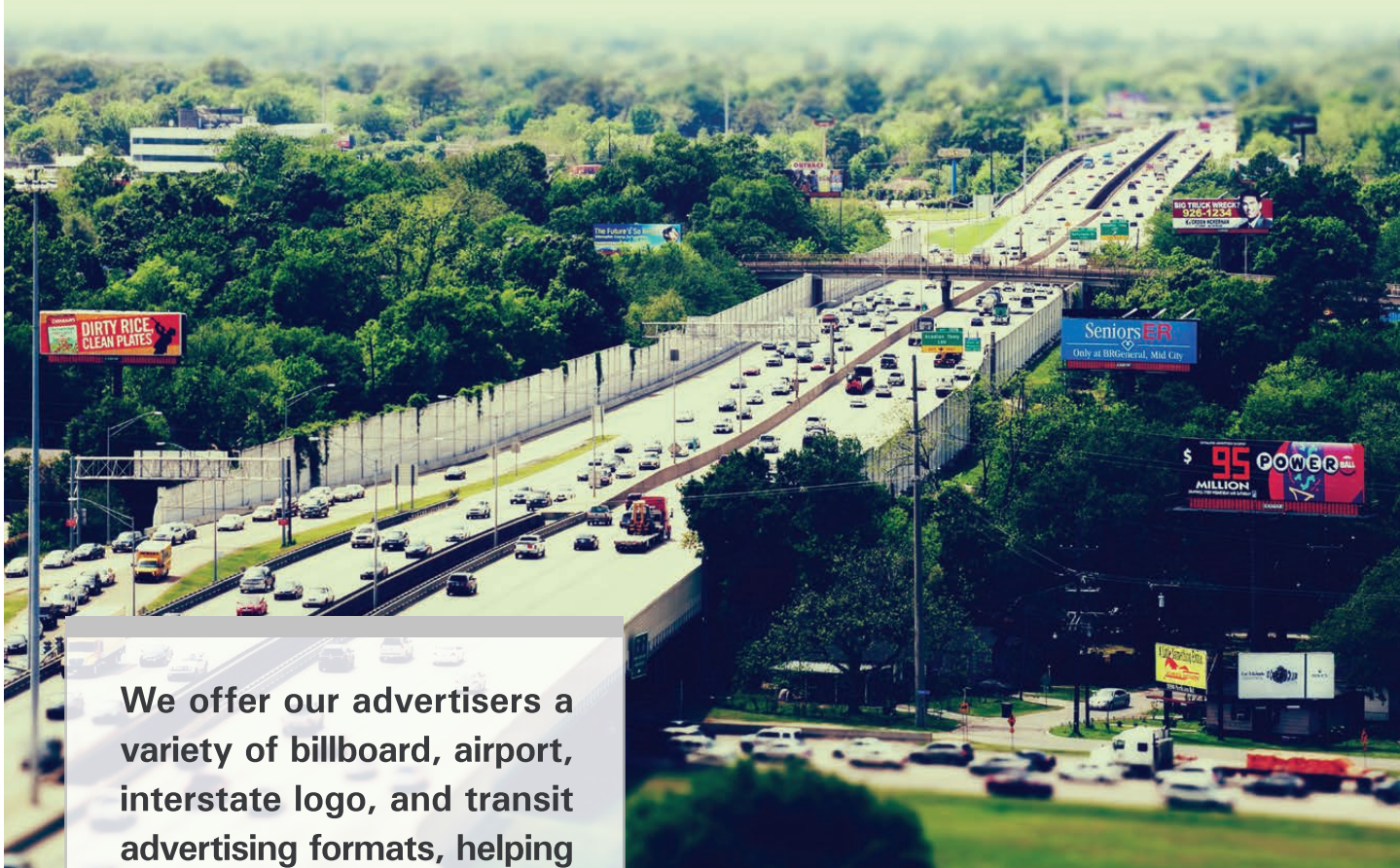
BUSES

About Bus Advertising
Bellingham Bus Coverage Map
Everett Bus Coverage Map
Olympia Bus Coverage Map

CONTACT INFORMATION

WHO ARE WE?

Lamar is one of the largest Out-of-Home advertising companies in the world, with over 320,000 displays in North America.



We offer our advertisers a variety of billboard, airport, interstate logo, and transit advertising formats, helping both local businesses and national brands reach broad audiences every day.

In addition to a traditional Out-of-Home inventory, we proudly offer the largest digital billboard network in the United States.





OUR HISTORY



A simple flip of the coin in Pensacola, Florida, landed Charles W. Lamar Sr. the opportunity of a lifetime. In 1908, when Mr. Lamar and J.M. Coe decided to dissolve their three-year partnership, a coin toss was used to divide their assets: the Pensacola Opera House and the Pensacola Advertising Company, the small poster company created to promote the Opera House. Mr. Lamar lost the toss, and was left with the less-lucrative poster company, which he renamed Lamar Outdoor Advertising Company. Over the course of the next century, Mr. Lamar and his descendants built Lamar Advertising from a small sign company on the Gulf Coast into one of the largest providers of Out-of-Home advertising in the nation.

Through generations of commitment, integrity, and innovation, Lamar has changed the nation's landscape while still maintaining the character of a family business.



ABOUT SEATTLE



LAMAR OF SEATTLE BOASTS A VARIETY OF PRODUCTS THROUGHOUT THE SEATTLE AREA, OFFERING THE BEST OPPORTUNITY FOR ADVERTISING EXPOSURE IN THE GROWING METROPOLIS.

Seattle was ranked 3rd Best Economy in the Nation in 2012 Policom study of Metropolitan areas for economic strength, and is home to numerous Fortune 500 companies.

Catering to a variety of interests, Seattle has 5 professional sports teams and 4 professional sports facilities, while offering a rich history in arts and music. Serving as an influential market to popular musicians and many genres today, there are a multitude of museums for art, history, maritime, music, and aviation.

Seattle's landscape provides attractive destinations for outdoor enthusiasts, and the area is increasingly popular area for distilleries and wineries.

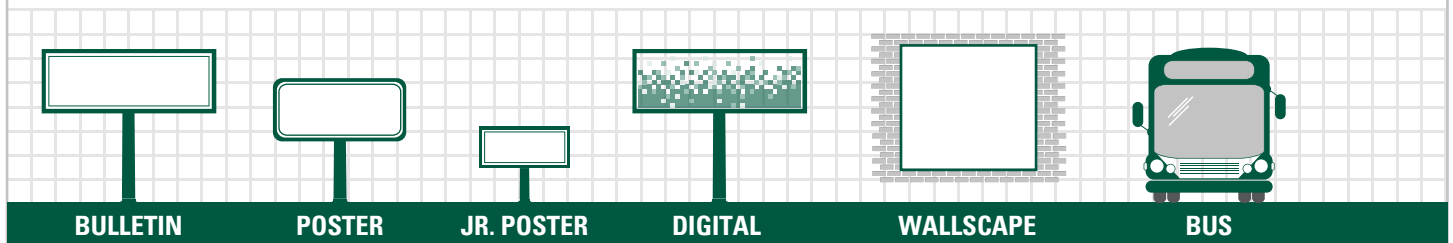
From the work/play opportunities of Downtown Seattle to the bohemian, offbeat style of Fremont, the Seattle area welcomes all walks of life, and prides itself as one of the most progressive cities in the U.S. when it comes to environmental awareness.

Seattle is home to several large companies, including:

MARKET PROFILE

SEATTLE, WA (SEATTLE-TACOMA DMA)

AVAILABLE PRODUCTS IN THIS AREA:



POPULATION:

839,644



49.5% MALE

50.5% FEMALE



18-24 y/o 11.6%

45-54 y/o 17.8%

25-34 y/o 18.2%

55-64 y/o 17.1%

35-44 y/o 17.2%

65 & older 18.1%

31.7% OF RESIDENTS ARE COLLEGE GRADUATES

5.9% ARE AFRICAN AMERICAN. 7.8% ARE HISPANIC.

39.2% OF HOUSEHOLDS EARN > \$75,000/YEAR

65.8% OWN THEIR RESIDENCE WHILE 32% RENT

MAIN ROADWAYS:

I-5 | I-90 | I-405 | SR 520

SR 167 | SR 99/SR 599

West Seattle Freeway

AREA EVENTS & ATTRACTIONS:

Pike Place Market | Space Needle Seattle Center | Experience Music Project Museum | Woodland Park Zoo | Museum of Flight | Waterfront Park | Chihuly Garden and Glass | Olympic Sculpture Park | Pacific Science Center | Safeco Field | Hiram M. Chittenden Locks | Seattle Aquarium | Seattle Art Museum | Lake Union | Carl S. English, Jr. Botanical Gardens | Seattle Great Wheel | Woodland Park | Tillicum Village | KeyArena | WaMu Theater | CenturyLink Field | Museum of History & Industry | Des Moines Marina | Benaroya Hall | Smith Tower | Kerry Park | 5th Avenue Theatre | Pacific Place | Seattle Boat Show (Jan) | Seattle International Film Festival (May) | Seattle Hempfest (Aug) | Issaquah Salmon Days Festival (Oct)

HIGHER EDUCATION

Seattle University | University of Washington | Cornish College of the Arts | The Art Institute of Seattle | Seattle Pacific University

SPORTS:

Seattle Seahawks | Seattle Sounders FC | Seattle Mariners | Seattle Storm | Washington Huskies Everett Silvertips | Seattle Thunderbirds

COMPETITIVE MEDIA:

- 61% of area homes subscribe to cable. 43.5% of these households use a DVR.
- 47% of residents are online radio listeners.
- 45% of people in the area read a daily newspaper.

89.2%
OF ADULTS IN
THIS AREA DRIVE
EVERY WEEK.

55.5%
COMMUTE TO
WORK EACH DAY.
27.9% COMMUTE OVER
40 MINUTES DAILY.

SOURCES: SCARBOROUGH USA+ 2015, US CENSUS

COMPETITIVE MEDIA PRESENCE

IN THE SEATTLE MARKET

OUT-OF-HOME IS A CONSTANT MEDIA COMPANION.

Outdoor ads deliver consistent impressions as trends shift in other forms of advertising.

Out-of-Home can compliment, reinforce, and extend the reach of other ad types in your campaign as part of a media mix strategy.

RADIO

86

LOCAL RADIO STATIONS ARE AVAILABLE TO SEATTLE AREA LISTENERS.

9% of Seattle residents have a satellite radio.

Your target listener must tune in to the exact station your commercial is on and be actively listening at the time your ad plays. Your billboard ad is in the sight line of all drivers in your target area.

NEWSPAPER

60%

OF SEATTLE AREA RESIDENTS SAY THEY DID NOT READ A NEWSPAPER THIS WEEK.

Among area newspaper readers, **26%** are retired, **62%** did not graduate from college, and **74%** do not have children in their home.

Newspaper readership is steadily declining in favor of up-to-the-minute news sources. Many papers have reduced publishing to a couple times per week. Billboards reach your target as long as people are moving around the city.

TELEVISION

41%

OF SEATTLE HOMES DO NOT SUBSCRIBE TO CABLE TELEVISION.

Of the remaining **59%** of households that do get cable, **48%** have a DVR, enabling them to skip commercials.

Like radio, your target must be tuned in at the right time, on the right channel, be paying attention, and not choose to fast-forward through your message. Billboards cannot be turned off. Effective designs are hard to ignore.



OUR PRODUCTS: BILLBOARDS

BULLETIN

POSTER

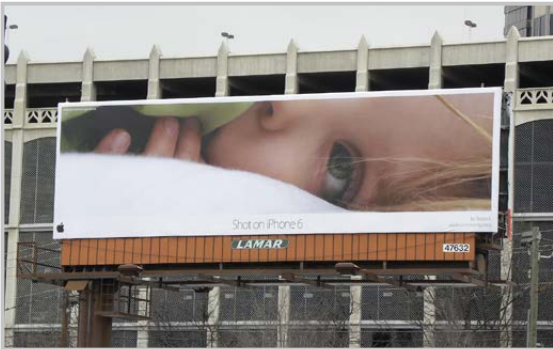
JUNIOR POSTER

DIGITAL

WALLSCAPE

OUR PRODUCTS: BILLBOARDS BULLETINS

A **BULLETIN** is the largest standard-sized billboard that delivers maximum exposure to vehicular traffic on expressways, highways and primary arteries. Typically 14 feet high and 48 feet wide, a bulletin provides 672 square feet of space for your ad. Bulletins offer unparalleled visibility.



"Outdoor advertising has helped us tremendously. Our main goal was to get our name out in the community and this method helped us do just that. We have had many applicants tell us that they saw our billboards or signs and that's why they came in."

Jessica Perez,
Human Resources Manager
Aegis (Killeen, TX)

OUR PRODUCTS: BILLBOARDS BULLETINS



BULLETIN BENEFITS:

- Large-format, bulletins are located on heavily traveled roads for high visibility.
- Command your audience's attention with the addition of creative three-dimensional designs, moving parts, and extensions to your ad.
- Permanent Bulletin ads remain at one high density location for maximum exposure.
- To cover more ground, choose a Bulletin Rotary. In a rotary, your ad moves to a new location at stated intervals (typically 60-90 days).

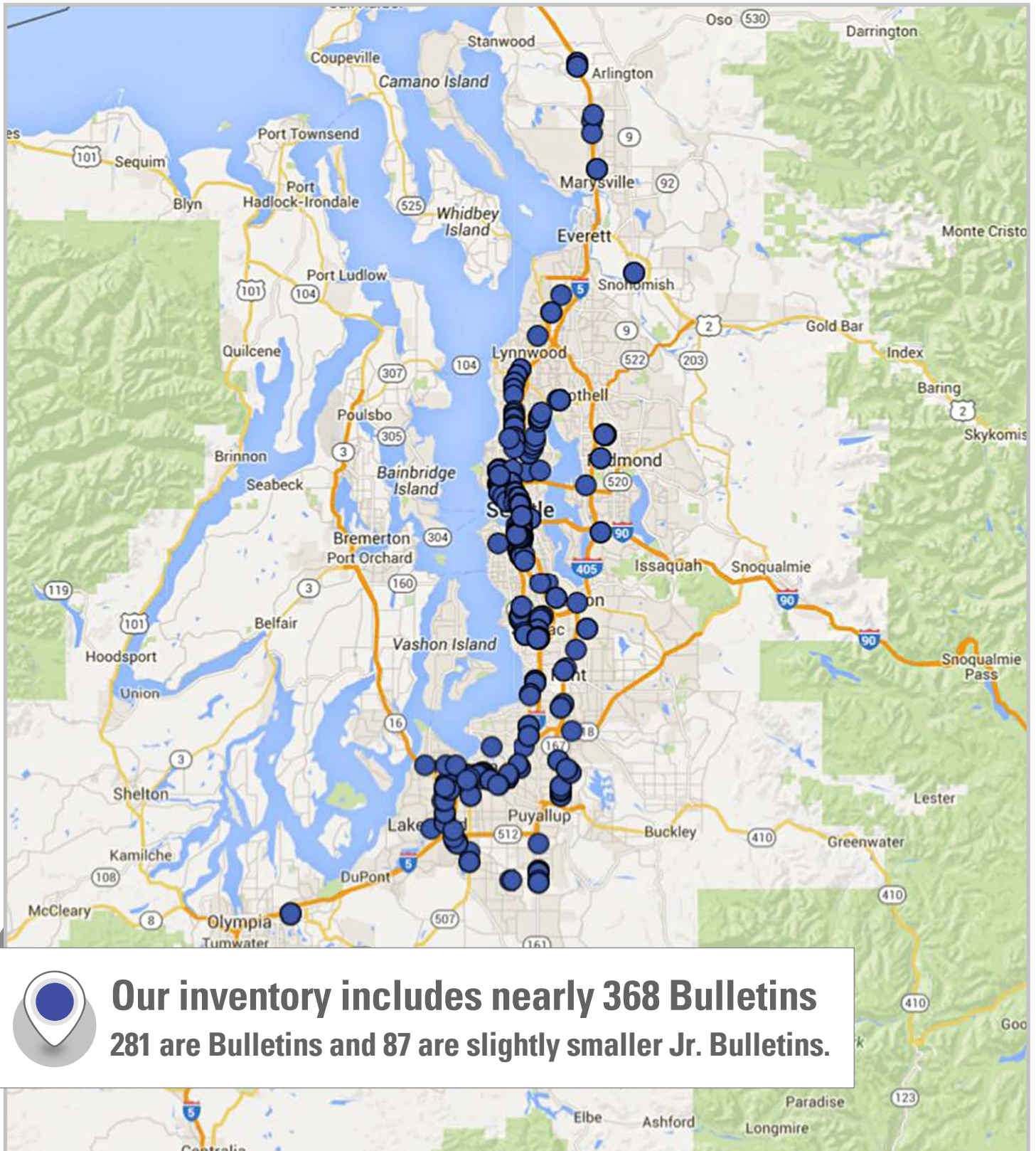
COMMON SIZING

14' x 48', 10'6" x 36', 10' x 40', 10' x 30', 12' x 24', and 12' x 40'

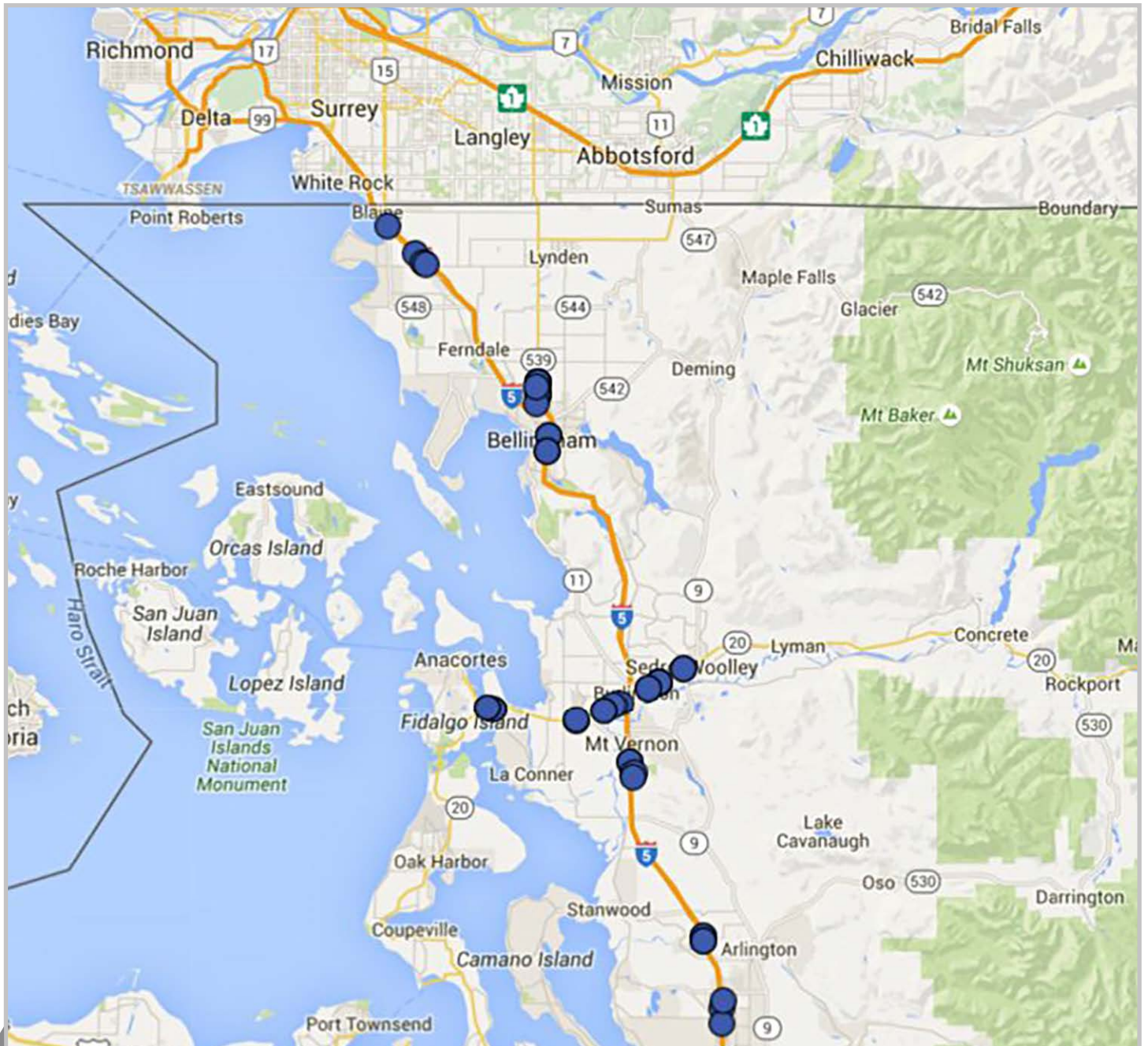
PRODUCTION

Bulletin ads are printed on vinyl. These photo-quality ads hold up well in all weather conditions and are recyclable when a campaign is over.

SEATTLE BULLETIN COVERAGE



BELLINGHAM BULLETIN COVERAGE

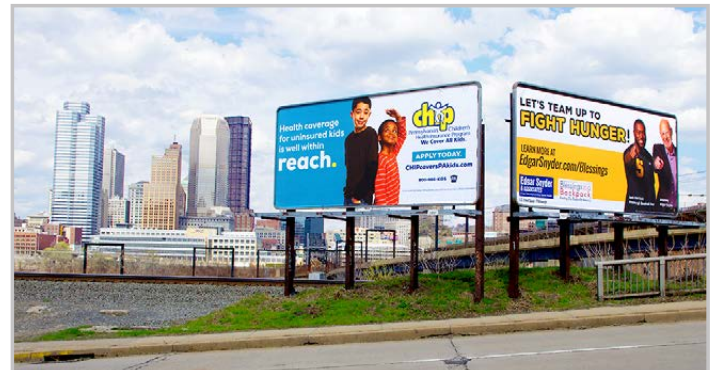


Our inventory includes nearly 368 Bulletins
281 are Bulletins and 87 are slightly smaller Jr. Bulletins.



OUR PRODUCTS: BILLBOARDS POSTERS

POSTER billboards bring your message to a local audience and impact your customers where they live, work and play. When you're launching a new product, making a name change or trying to get a message out in the shortest amount of time possible, Posters are the way to go.



THE PACKAGE APPROACH:

Posters are designed to saturate the market, and are often sold in packages (sometimes called Showings). In a package, the same ad is printed multiple times to run on several Poster locations around the target area simultaneously. The number of locations in the package varies based on the amount of the target audience the advertiser wishes to reach per day.



OUR PRODUCTS: BILLBOARDS POSTERS



POSTER BENEFITS:

- Poster structures are smaller than Bulletins, and are present on roads where Bulletins may be too large.
- These structures are seen by vehicular traffic and pedestrians in commercial and industrial areas.
- Designed to be mass produced and posted in multiple locations to flood the market all at once.
- Posters provide 4x more impressions per dollar than radio and magazines, 8x more than TV, and 11x more than newspapers.

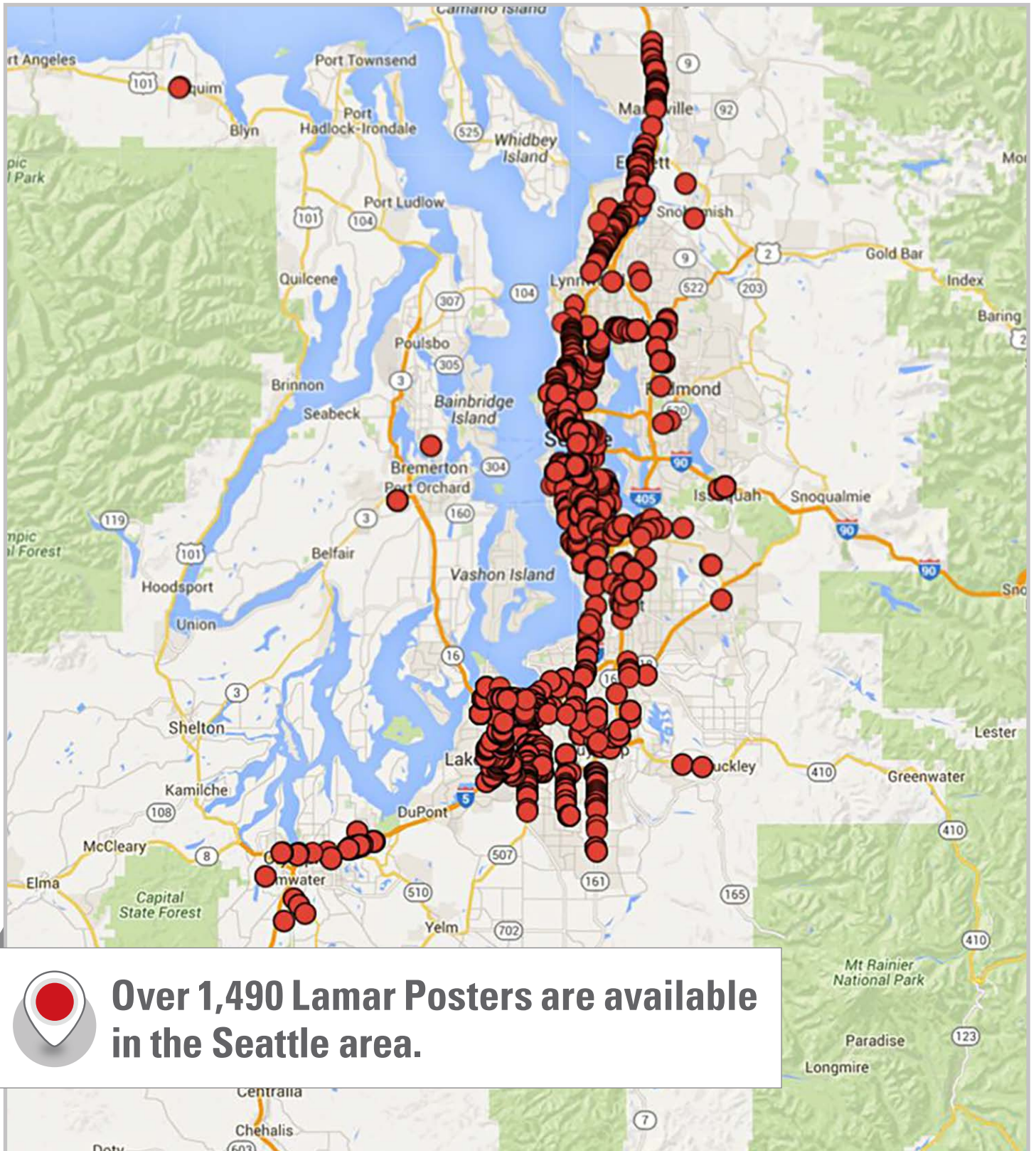
COMMON SIZING

10'5" x 22'8"

PRODUCTION

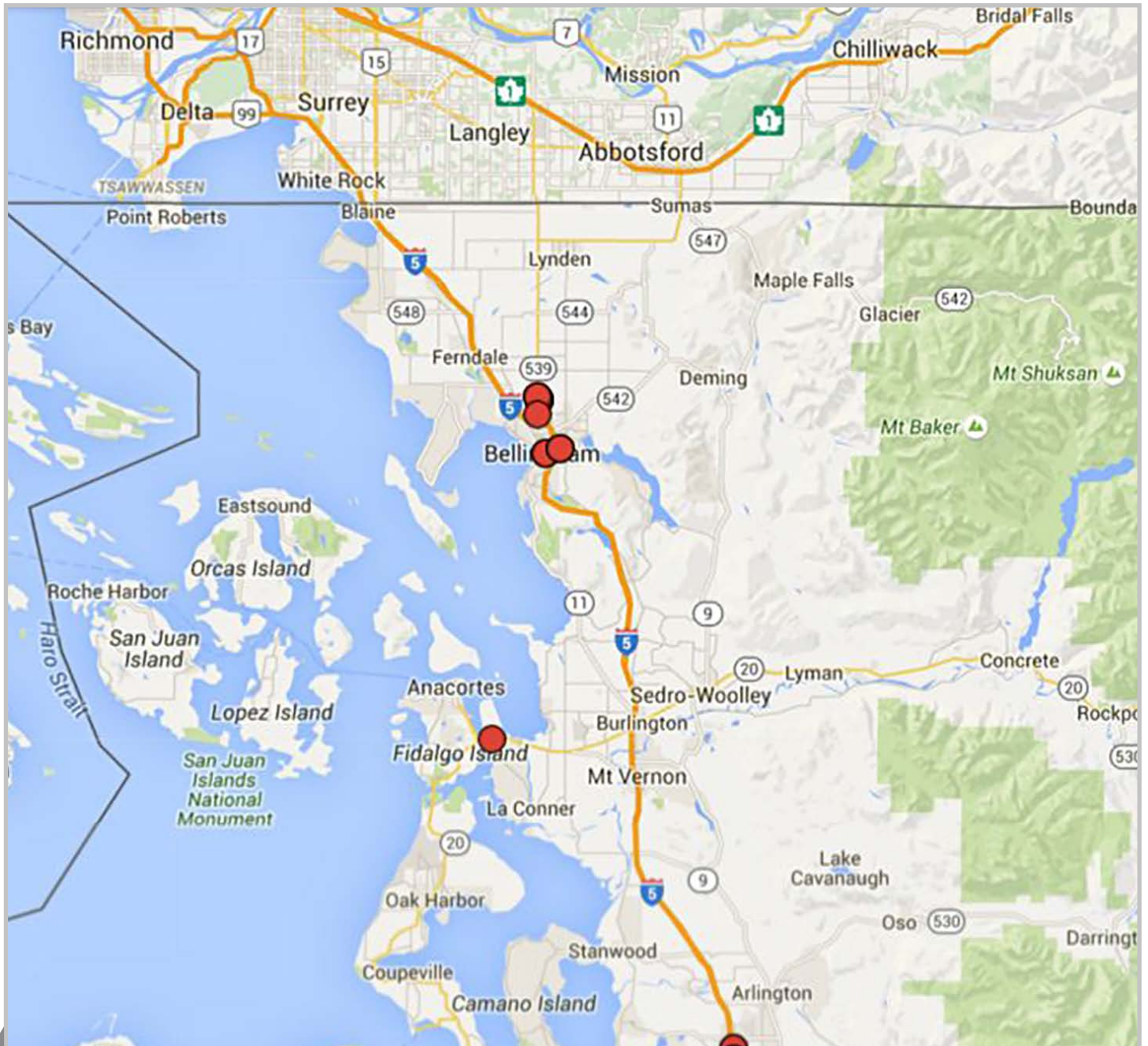
Poster ads are printed on a lightweight, recyclable substrate called PosterFlex, which is installed as a single sheet onto the structure without the use of glue. PosterFlex provides a seamless appearance, prevents flagging and is weather resistant.

SEATTLE POSTER COVERAGE



Over 1,490 Lamar Posters are available in the Seattle area.

BELLINGHAM POSTER COVERAGE



Over 1,490 Lamar Posters are available in the Seattle area.

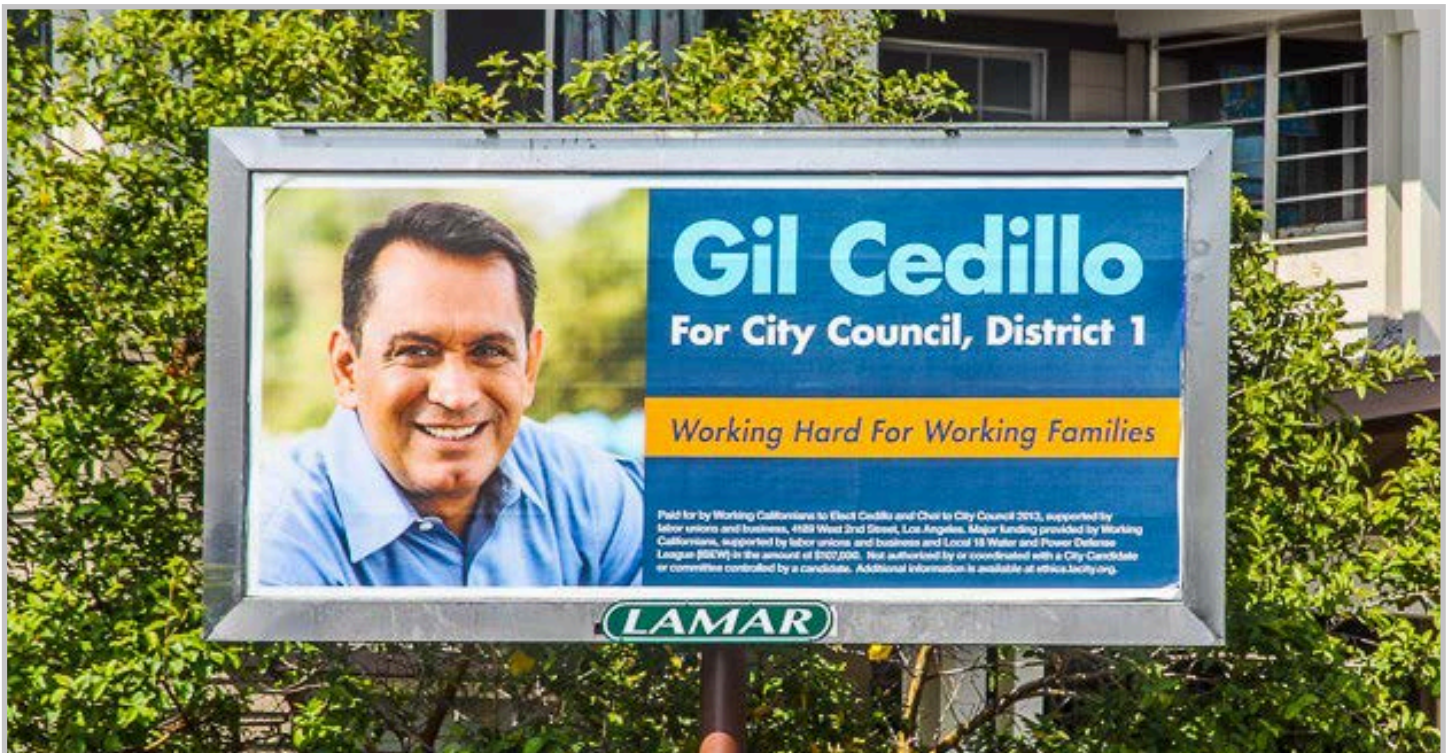




| SEATTLE-TACOMA

OUR PRODUCTS: BILLBOARDS JUNIOR POSTERS

JR. POSTERS, located mainly in urban neighborhoods and on smaller roads, bring your message to a local audience. They provide exposure where larger format Posters or Bulletins may not be found. Jr. Posters are used to target ethnic markets and audiences that are harder to reach.



| SEATTLE-TACOMA

| lamar.com/Seattle

OUR PRODUCTS: BILLBOARDS JUNIOR POSTERS



JR. POSTER BENEFITS:

- Units can be free-standing or posted on the sides of buildings and are typically posted just above eye level.
- Seen by vehicular traffic and pedestrians in ethnic markets and major urban areas
- Jr. Poster structures are the smallest standard billboard size. They are present in areas where larger structures can't go.
- Structures are sold in packages. Your ad will run simultaneously on several different Jr. Poster locations in a specified market area to saturate the region (typically for 30 and 60 day periods).

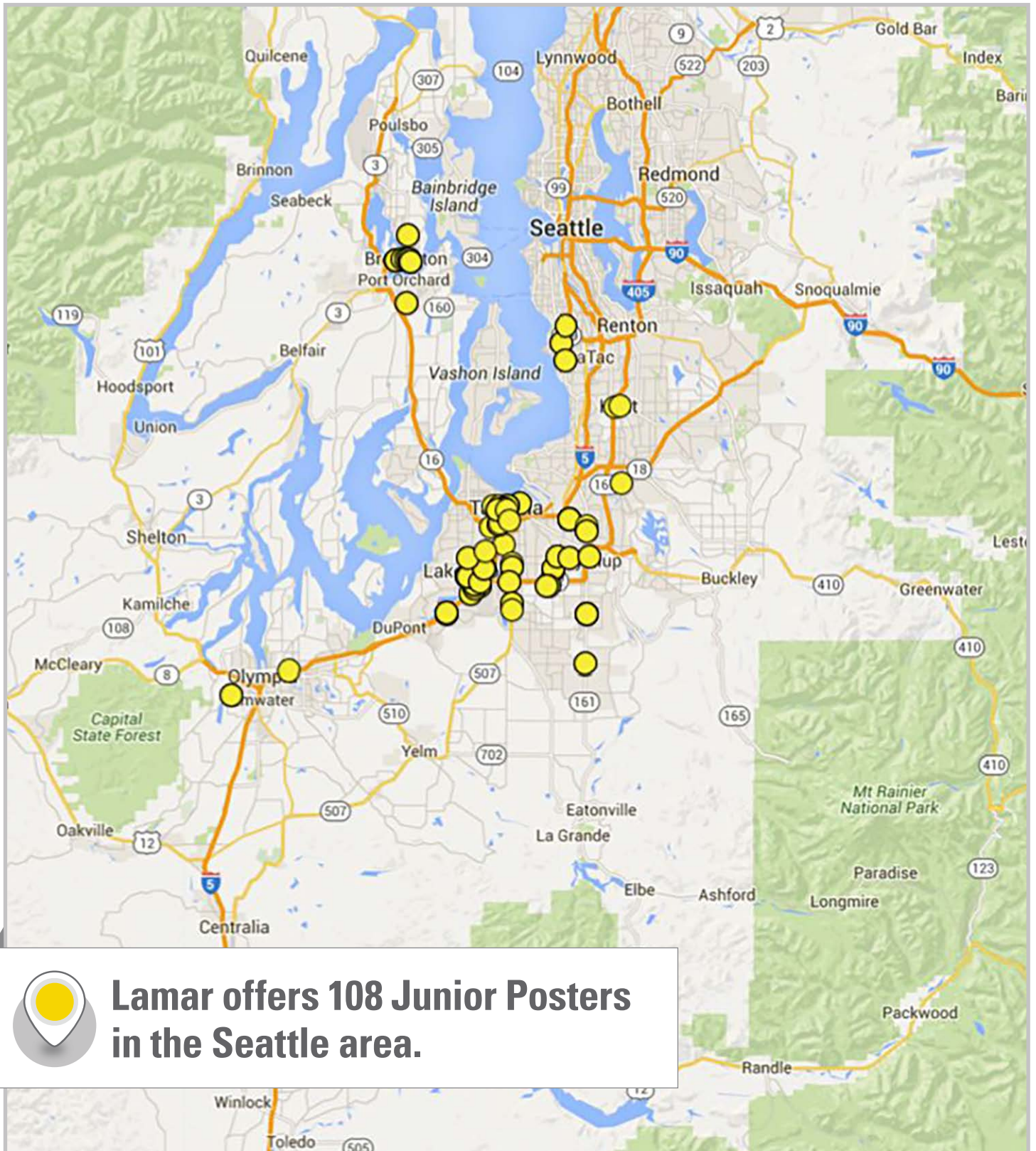
COMMON SIZING

6' x 12'

PRODUCTION

Jr. Posters are produced using different production methods, largely dependent on the client's budget. Vinyl or paper are two common options.

SEATTLE JR. POSTER COVERAGE



**Lamar offers 108 Junior Posters
in the Seattle area.**

OUR PRODUCTS: BILLBOARDS DIGITAL

DIGITAL billboards are computer-controlled electronic displays with capabilities that take Out-of-Home advertising to a new level. Digital ads rotate in a slide show fashion every 6 to 8 seconds. With Lamar's digital technology, the possibilities are endless and the flexibility is unmatched.



THE DIGITAL DIFFERENCE:

Digital billboards work best for clients who want the ability to change creative throughout their campaign, and take advantage of powerful dynamic capabilities. Messages can be changed weekly, daily, hourly or in real time. Anything that is live on a website can be streamed to our Digital Billboards, including countdowns, time, temperature, live scores, news feeds, trending items and more.



OUR PRODUCTS: BILLBOARDS DIGITAL



DIGITAL BENEFITS:

- Located on highways, major arteries, and city streets.
- Change your message as often as you want with no production cost.
- Because of its flexibility, a Digital Display is the perfect medium for advertising breaking news, one-day sales, and special events.
- Stream live data and user-generated content from your website or social media platform in real time.

COMMON SIZING

Digital Bulletin: 1400 x 400 pixels

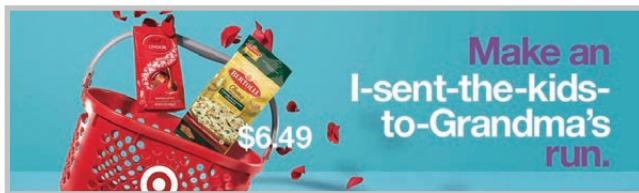
Digital Poster: 840 x 400 pixels

PRODUCTION

There is no production for digital ads. Your creative is displayed on the board within minutes of being uploaded. The screen of a Lamar Digital Display is equipped with LED technology that produces a vibrant, crystal-clear picture.

OUR PRODUCTS: BILLBOARDS DIGITAL

Lamar Digital Displays can be programmed to display certain special features, called "iSpots", or "dynamic capabilities". Below are some of these special features:



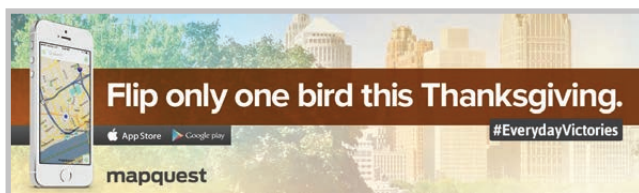
DAY PARTING/RELEVANT CONTENT

Rotate multiple pieces of creative daily based on the time of day.



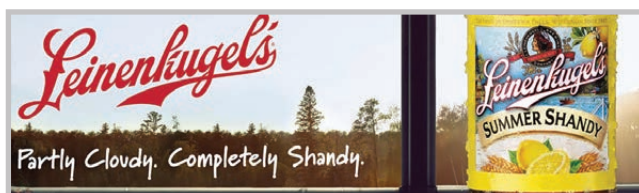
COUNTDOWNS

Incorporate a countdown to a specific day or time, even down to the second.



TRAFFIC

Dynamically change creative based on traffic conditions. Show real-time incident reports and point-to-point travel times.



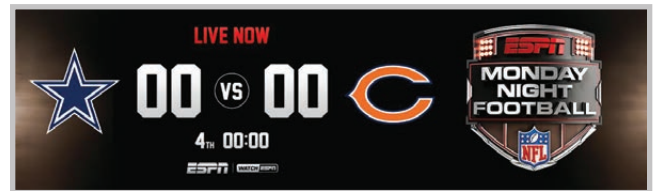
WEATHER TRIGGERS

Automatically change creative based on local weather. Show current conditions, forecast, or temperature.



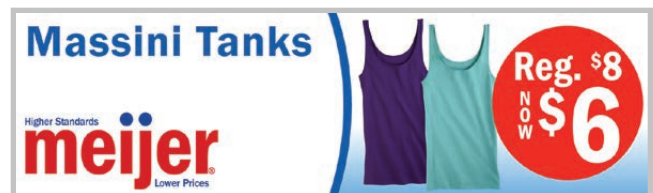
USER-GENERATED CONTENT

Let customers talk about a brand or product while your digital display broadcasts comments in real time.



LIVE SCORES

Live scores update in real time and are available for almost all sports teams.



TRENDING ITEMS

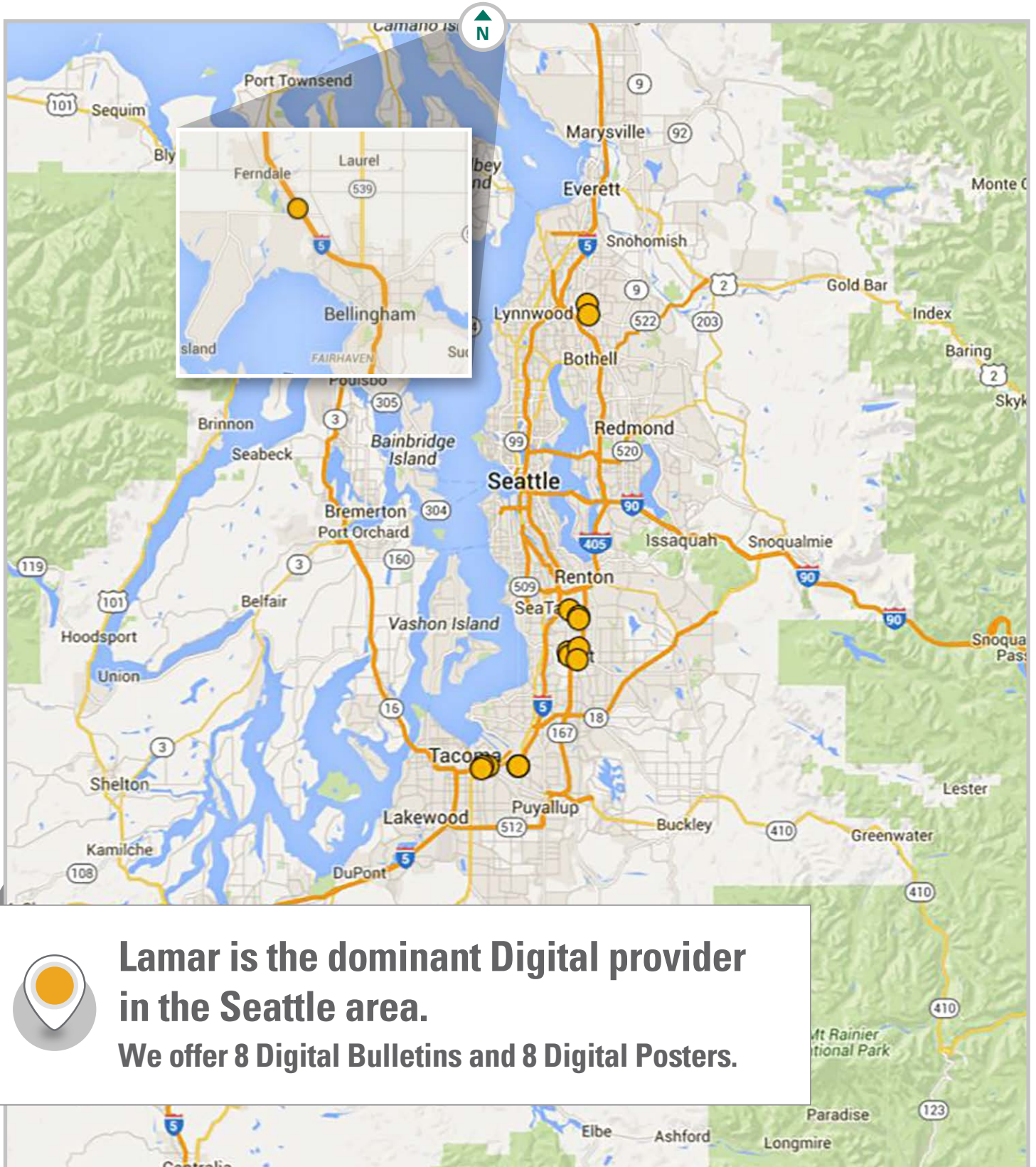
Promote trending items in real time by displaying images, text and current price.



SOCIAL MEDIA

Pull content from social media profiles (Facebook, Twitter, Instagram, FourSquare, and Google+).

SEATTLE DIGITAL COVERAGE



OUR PRODUCTS: BILLBOARDS WALLSCAPES

Boasting spectacular landmark locations in major metropolitan cities, **WALLSCAPES** are elaborate ads that are either painted or attached directly to exterior building surfaces. Wallscapes provide excellent exposure in prominent downtown urban areas and are designed for long-term use.



Wallscapes come in many shapes and sizes, and are custom-designed to fit a building's exterior space. This hand-painted mural in New York is our most exclusive and uniquely shaped Wallscape offering.

OUR PRODUCTS: BILLBOARDS WALLSCAPES



WALLSCAPE BENEFITS:

- Large advertising structures that are out of the ordinary
- Seen by pedestrians and vehicular traffic in major cities
- Visible from a distance on commuter and tourist routes on interstates and major highways
- Add eye-catching special effects such as neon tubing, fiber optics, hydraulic movement, video screens, three-dimensional extensions, incandescent lamps, strobes and more to make a huge impact in major metro areas.

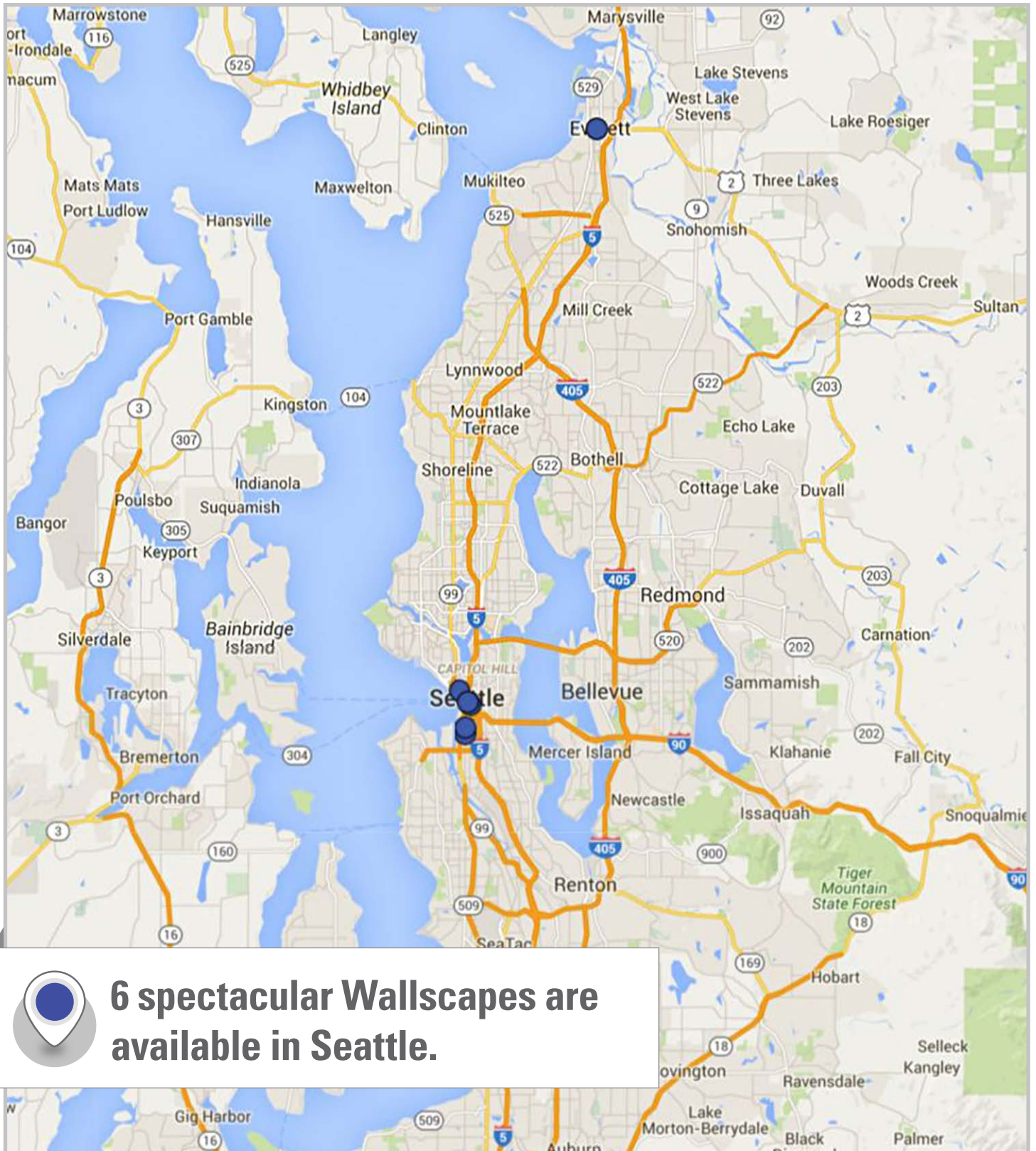
COMMON SIZING

Wallscape ads are a variety of unique shapes and sizes to fit the exterior space of the buildings where they are located.

PRODUCTION

Wallscape ads can be hand painted directly on the wall as a mural, printed on vinyl (special open weave) and securely attached to the wall using grommets, or printed on adhesive-backed vinyl and adhered to the wall.

SEATTLE WALLSCAPE COVERAGE





OUR PRODUCTS: TRANSIT

BUS

OUR PRODUCTS: TRANSIT BUSES

Circulating in the busiest areas of major metropolitan cities, **BUS** advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are typically displayed on the exterior of the bus and come in a variety of sizes and high-impact formats to reach your audience.



"On a recent day, 6 (patients) specifically cited the bus ad as the reason they chose us for their urgent care needs. This one day paid for the entire monthly advertising charge. Thanks for the great service and most especially for this highly effective medium."

Jim Lobel, CEO

Family Care Medical Center (West Palm Beach, FL)

OUR PRODUCTS: TRANSIT BUSES



BUS BENEFITS:

- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, every day.
- Moving billboards are available in a variety of sizes and formats, ranging from side panel displays to fully wrapped buses.
- Bus ads deliver quick bursts of essential info throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- Wraps and embellishments make your ad stand out.

BUS PRODUCT TYPES

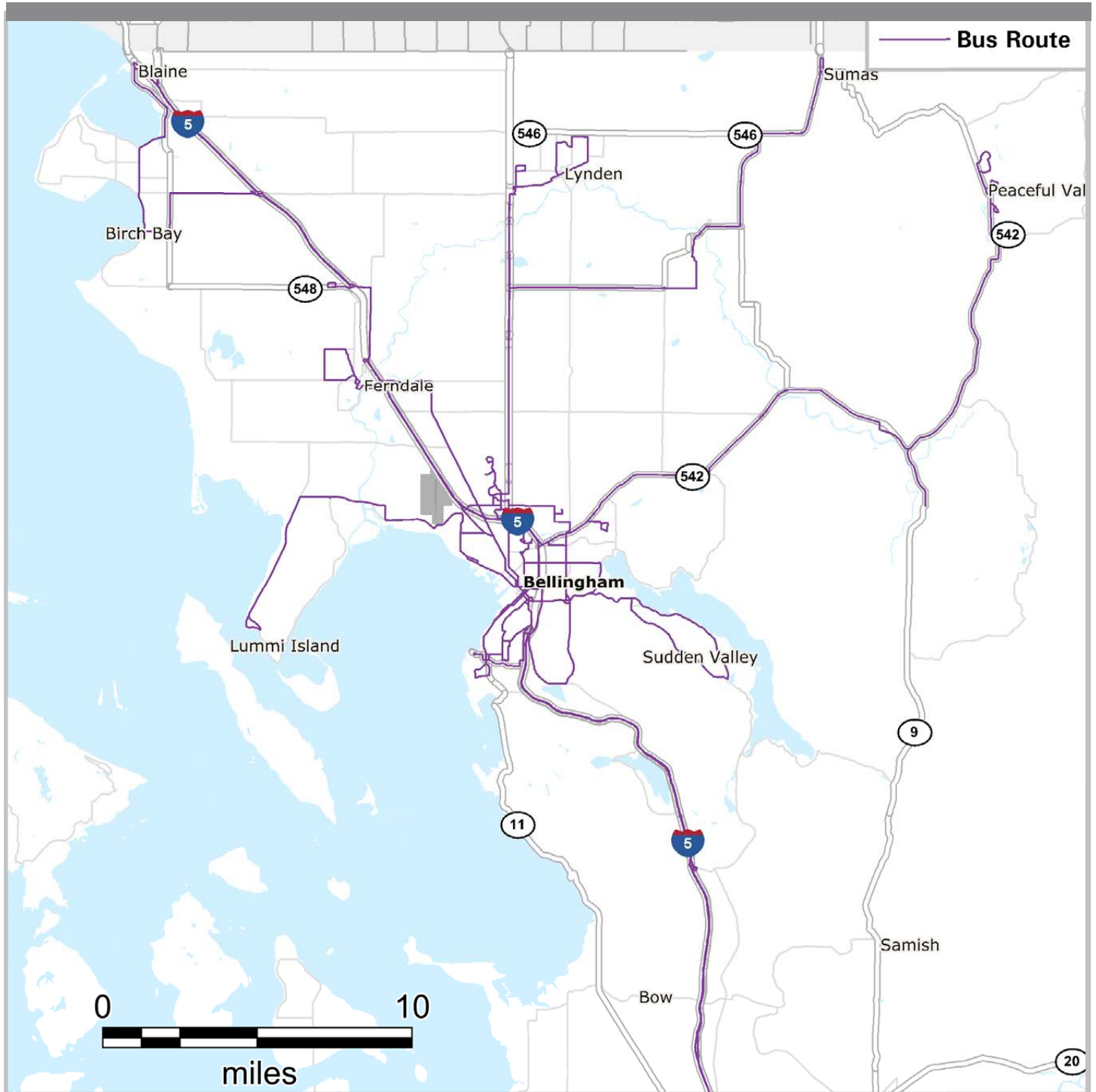
TRADITIONAL:

Traditional transit products deliver high reach and frequency, while providing consistent repetition of your message.

SIGNATURE:

Signature transit products deliver high impact and recall, while providing a clear brand message in areas that no other medium can reach efficiently.

BELLINGHAM BUS COVERAGE



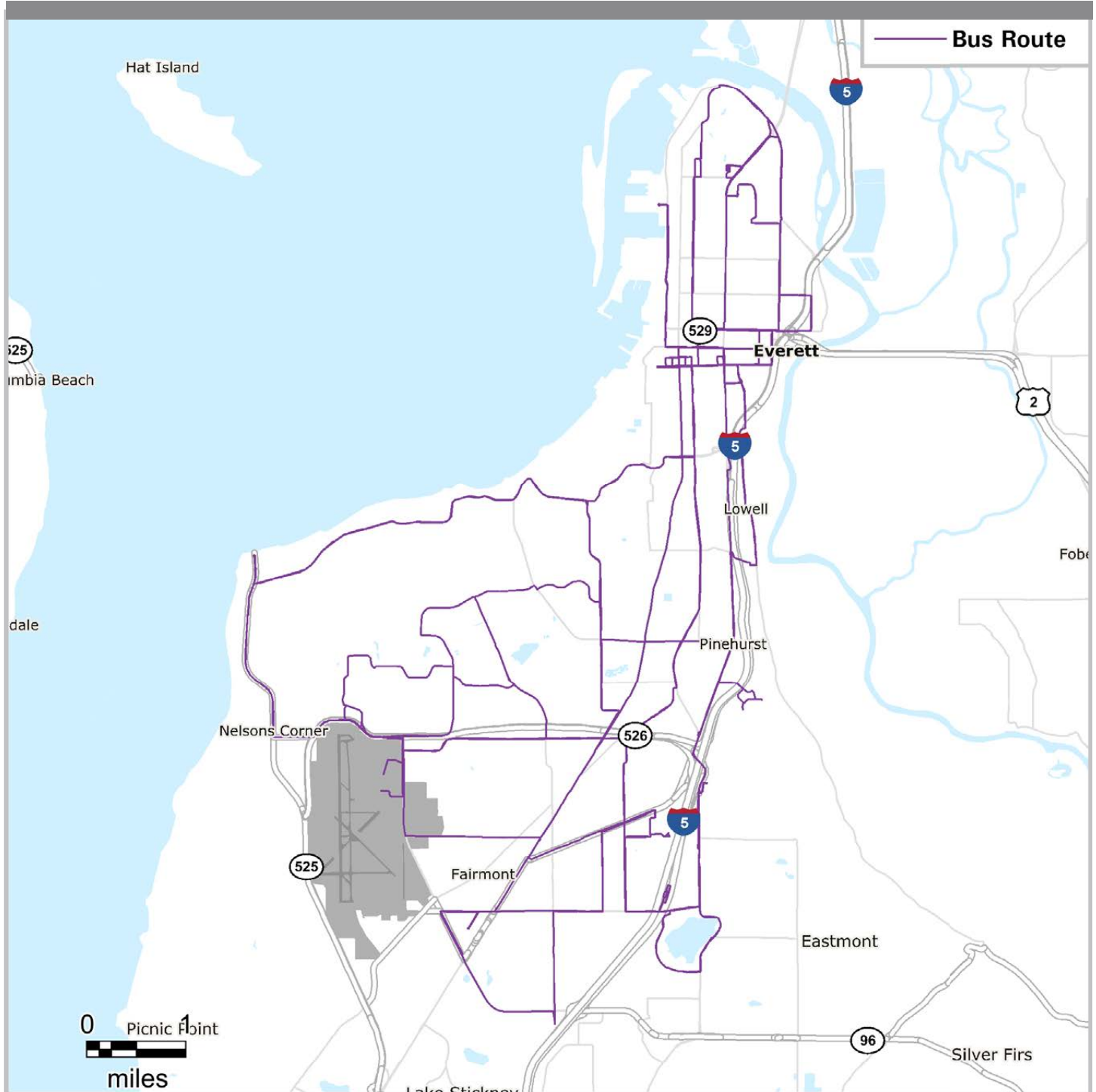
5.98 Million Annual Passengers
60 Buses
30 Fixed Routes
4 High Frequency Corridors

COVERAGE AREA

Whatcom County, Bellingham, Ferndale, Lynden, Blaine and Birch Bay, Lummi Nation, Sudden Valley, Kendall, Everson, Nooksack and Sumas

SOURCE: WTA 2014 Report

EVERETT BUS COVERAGE

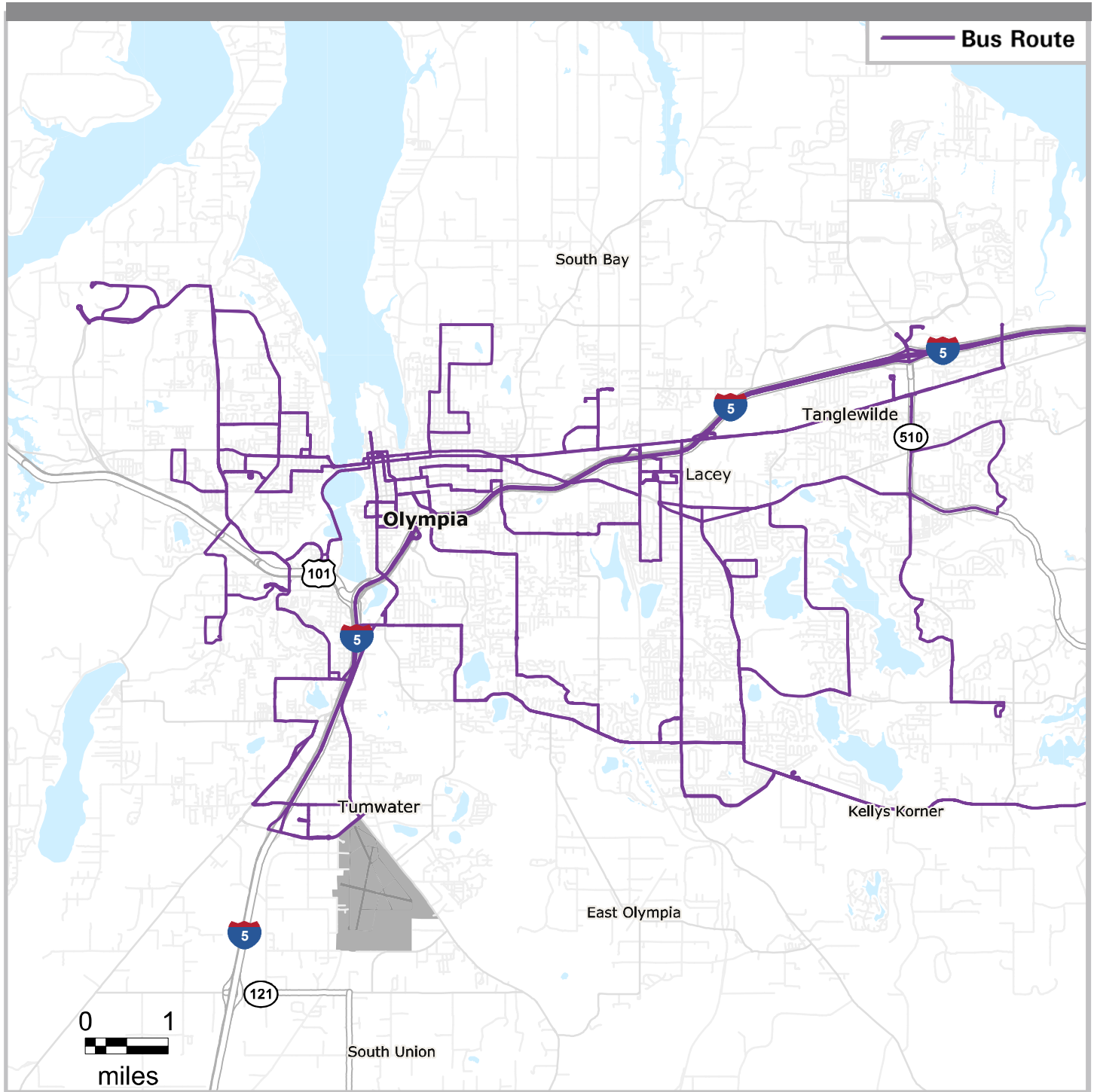


1.97 Million Annual Passenger Trips
49 Buses
12 Fixed Routes
30 Square Miles Covered

COVERAGE AREA

Everett, Lowell, Pinehurst, Nelsons Corner, Fairmont,
 Boeing Everett Plant

OLYMPIA BUS COVERAGE



4.6 Million Annual Passengers
67 Buses
25 Fixed Routes
94 Square Miles Covered

COVERAGE AREA

Thurston County: Olympia, Tumwater, Lacey,
 Tanglewilde, Kellys Korner, Yelm

SOURCE: IntercityTransit.com



LAMAR OF SEATTLE-TACOMA

3601 6th Avenue S
Seattle, WA 98134
Phone: 206.682.3833



Thank you!

**We appreciate the opportunity to be
your Out-of-Home media partner.**

Please contact your Lamar Representative
or our office to discuss availability and
any questions you may have.

We're ready to help you build
an effective campaign.

