



College Campus Network

Coverage within a 15-mile radius of 65+ major collegiate campuses nationwide!

Reach one of the country's most engaged audiences where campus life happens every day. The College Campus Network places brands alongside major universities, capturing students, alumni, faculty, sports fans, and surrounding communities as they commute, shop, dine, attend events, and travel throughout the academic year.

From move-in week to rivalry games, graduation, and everyday campus activity, this network delivers scalable national coverage while allowing advertisers to connect with local audiences in some of the nation's most influential college markets.

**NATIONAL SCALE WITH
LOCALIZED MARKET RELEVANCE**



NETWORK HIGHLIGHTS

Includes schools across the SEC, Big Ten, ACC, and Big 12 conferences

830 screens positioned within a 15-mile radius of campuses and stadium districts

Presence across major college towns, regional metros, and top football markets

Coverage includes key commuter corridors, entertainment zones, retail centers, and gameday travel routes



College Campus Network



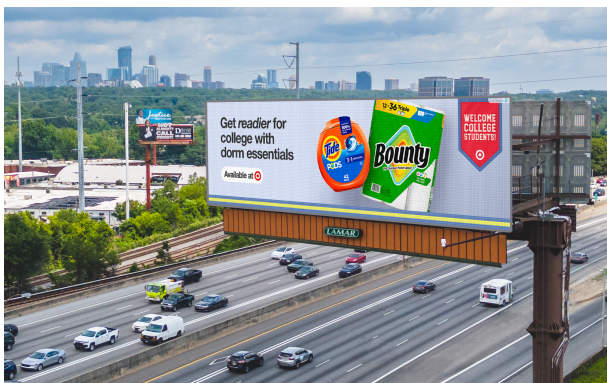


College Football Network

AUDIENCE & INDUSTRY INSIGHTS

THIS AUDIENCE MATTERS

College markets deliver consistent, high-frequency audiences fueled by students, faculty, alumni, local residents, and visitors.



These communities become even more valuable during football season, rivalry games, homecoming, graduation, and other campus events that drive significant increases in travel, retail activity, and entertainment spending.

- **REACH STUDENTS, ALUMNI, FACULTY, AND SURROUNDING COMMUNITY AUDIENCES**
- **CONSISTENT YEAR-ROUND TRAFFIC WITH SEASONAL ATTENDANCE SPIKES**
- **STRONG ENGAGEMENT ACROSS SPORTS, DINING, ENTERTAINMENT, RETAIL, AND TRAVEL**
- **PRESENCE IN MAJOR COLLEGE TOWNS AND REGIONAL METROPOLITAN MARKETS**
- **COVERAGE ALONG HIGH-TRAFFIC COMMUTER CORRIDORS AND CAMPUS DESTINATIONS**
- **NATIONAL SCALE WITH LOCALIZED RELEVANCE IN EVERY MARKET**

OOH Packs a Memorable Punch

73% of consumers view DOOH ads favorably, significantly higher than competing ad media (video, social media, print, audio, online).

Engaged Demographic

Men, Gen Z and Millennials rank DOOH ads with the highest favorability.

Campus Awareness

56% of consumers recall recently seeing OOH ads for colleges and universities



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THOUGHT STARTERS

FOR ALWAYS-ON PLANNING

Back-to-School <i>(Jul-Sep)</i>	Enrollment, retail, telecom, move-in
Fall Sports & Campus Life <i>(Sep-Nov)</i>	Football, rivalry week, gameday QSR, Gen Z entertainment
Winter Break <i>(Dec-Feb)</i>	Holiday travel, streaming, graduations
Spring Semester <i>(Mar-May)</i>	March Madness, spring break, healthcare, insurance
Summer Transition <i>(Jun-Aug)</i>	Move-in/out, recruiting, retail resets

CREATIVE OPPORTUNITIES

Campus audiences respond to timely, localized messaging that aligns with the academic calendar, sporting events, and everyday student life.

- Customize creative by school, market, or athletic conference
- Feature messaging around move-in, homecoming, and graduation
- Align campaigns with major sporting events
- Daypart messaging around class schedules and commuter traffic
- Highlight nearby retail, dining, and entertainment destinations
- Leverage dynamic creative to stay relevant throughout the academic year

MEASUREMENT OPPORTUNITIES

Brand Lift Studies

Evaluate changes in awareness, consideration, and campaign effectiveness.

Foot Traffic Studies

Measure visitation lift to retail locations, restaurants, events, or other points of interest.

Mobile Retargeting

Extend campaign reach across mobile devices using device ID passback capabilities.

Conversion Measurement

Measure online or offline actions through pixel-based attribution partners.