Prime Locations.
High Traffic.
Quality Service.

PACIFIC
OUTDOOR ADVERTISING

Why Out-of-Home?

Premium Communication Channel:
• 8 of top ten brands in US use OOH
• Amplifies credibility and legitimacy to your brand

Reliable Media Plan:
• Content free, pure advertising
• Active consumers travel, OOH reaches them on the go

65% of viewers engaged with brands online after seeing a digital billboard ad

Brand Safety
Given its stand-alone format, OOH provides the greatest brand safety

Online Activation
OOH **drives 3x more** digital & social activation than any other medium

Targeted Audience
OOH reaches mass audiences & geo targets with minimal media waste

57% of consumers in all areas of the US have recently engaged with an OOH ad

43% visited the advertiser's website

39% searched for more info about the advertiser / product

39% made a physical purchase

Source: OAAA

Why Out-of-Home in Seattle?

Pacific Outdoor's Growing Seattle OOH Media Inventory

- The Seattle-Tacoma DMA is The 14th Largest in the U.S.
- DMA Population (18+): 4,226,914
- Average Family Size: 3.06
- Median Age: 39
- Median Household Income: $105,000

- 27% Of Seattle's Land is Made Up of Streets, Sidewalks, and Other Transportation Related Public Space
- 38.1 Million People Visit Seattle Annually

- 22% of Seattle's Population Attend Sports Events
- Professional Sports Teams: Seattle Seahawks, Seattle Mariners,
- Seattle Storm, Seattle Reign FC, Seattle Sounders, Seattle Seawolves

Sources: OAAA, seattle.gov, Census Data, visitSeattle.com, Geopath

Why Pacific Outdoor?

- Partnered with **9 of the top 10 US brands** as part of their media mix over the last 2 years
- **Fastest growing** Billboard company in Seattle metro
- OOH experts with **100+ years** of industry experience
- **Largest** independent and locally operated Seattle/Tacoma OOH company

Ready to Increase Your Brand Exposure in Seattle?

Schedule a consultation with an experienced Pacific Outdoor sales professional to create the digital OOH advertising campaign that best fits your budget and goals.

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Connect with us

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