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# Chicago Billboard Network

Currently comprising 51 digital sites within Chicago's city boundaries, the Billboard network guarantees unbeatable size and proximity to expressways, freedom from ad clutter, head-on high-resolution visibility, and high-profile locations—sitting in or near the most congested interchange in the United States.

Chicago Digital Network (CDN) offers complete coverage of all expressways in the city of Chicago and it has become the landmark digital communication platform in the Windy City.



auto

B2B

consumer package goods

dynamic content

education

entertainment/music

fashion/beauty

financial

food/drink

healthcare

local

retail & D2C

sports

telecoms

travel



# TARGETABILITY

Chicago Digital Networks (CDN) can be customized to target audiences as diverse as travelers en route to **O'Hare and Midway International Airports**, convention attendees flocking to **McCormick Place**, sports fans heading to stadiums such as **Wrigley Field and Soldier Field** and sophisticated suburbanites driving to shopping districts.

Our networks also allow brands to saturate specific expressways such as our Kennedy Saturation program or to perm out strategic locations like our triple sided digital billboard located at the intersection of the **Dan Ryan and Stevenson expressways**.



Click here  
for Video



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## MARKET REACH

Our digital billboards are the perfect medium to reach commuters as 80% of Chicagoans forgo public transportation in favor of driving and carpools to work.

The U.S. Census reports that each day, half a million workers commute into Cook County while over 300,000 leave it for work, making CDN the perfect means to reach this audience travelling in and out of the city.

T

## TRAFFIC CONSISTENCY

Recent hourly vehicular data from Geopath demonstrates that traffic is constant between 7AM and 6PM on all main city expressways, with an average of **3.9 million hourly vehicular impressions** on the Kennedy alone.

70

% Chicago DMA  
Market Reach



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A wide-angle photograph of a multi-lane highway in Chicago during the day. In the background, the city skyline is visible, including the Willis Tower. A large billboard on the right side of the highway displays a football scoreboard for the Chicago Bears vs. the Arizona Cardinals. The billboard shows the Bears' helmet logo on the left, the Cardinals' helmet logo on the right, and in the center, the text "BEARS SCOREBOARD" above the score "16 FINAL 14". Below the billboard, a "JCDecaux" logo is visible. The highway is filled with cars, and there are several tall light poles and a radio tower in the background.

# R ELEVANT & CONTEXTUALIZED MESSAGING

The CDN network offers campaign flexibility and opportunities to integrate dynamic content with technologies such as **weather triggered ads, time & temperature and real-time score updates** to add relevance to brand messages.





## AUTOMOTIVE

Reach high-potential automobile buyers who are already on the road.

81

% of US residents age 16+ have noticed a roadside billboard in the past month \*





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Automotive





# BUSINESS TO BUSINESS

Achieve optimal exposure to commuting business professionals and business decision makers.

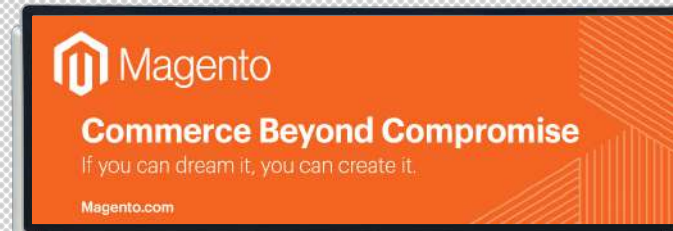
85

% look at the advertising on billboards "all, most or some of the time" \*





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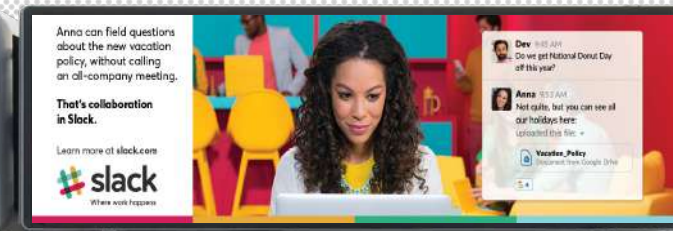
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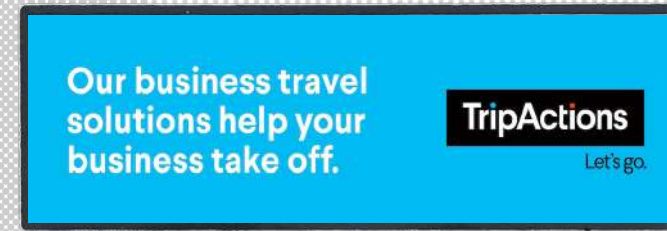
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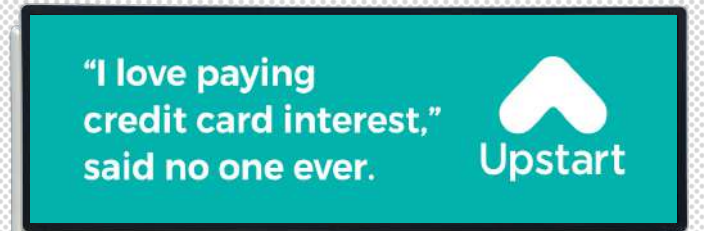
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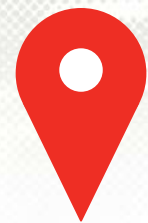
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— Business to Business —





## CONSUMER PACKAGE GOODS

Showcase your product to influence consumers' purchases during their everyday shopping routine





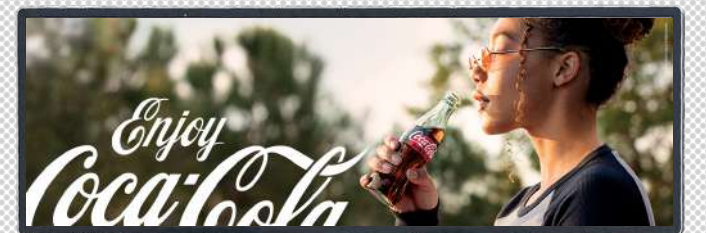
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— Consumer Package Goods —



#CHIBERIA?  
MORE LIKE  
#CHIWAI!  
CHECK IN WITH THE **5** STORM TEAM

TIME: 10:09  
TEMP: 70°

The billboard features a woman with long curly hair and sunglasses looking up. The background is a blue sky. The text is in white and yellow. The logo for '5 STORM TEAM' includes the NBC peacock logo.

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## DYNAMIC CONTENT

Engage commuters with relevant messaging, contextualized to audience, time and place.





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Weather  
Trigger



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Live  
Score



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Realtime



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Time &  
Temperature



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Dayparting



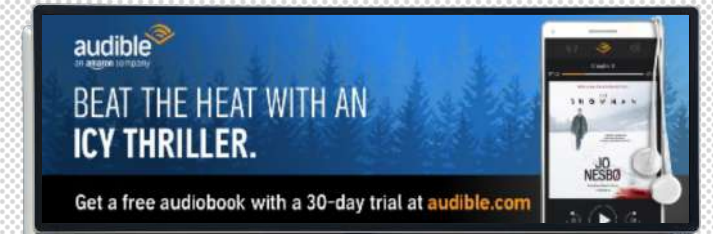
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Countdown



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Live News  
Headline



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Temperature  
Trigger



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Weather  
Trigger



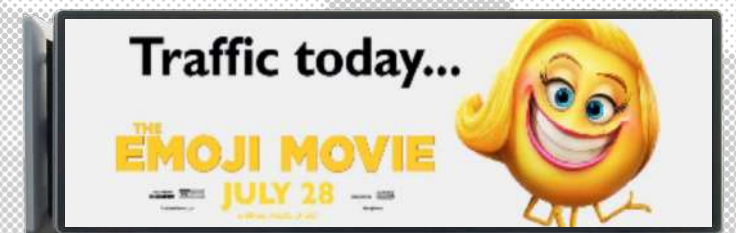
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Weather  
Trigger



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Temperature



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Traffic  
Trigger

— Dynamic Content





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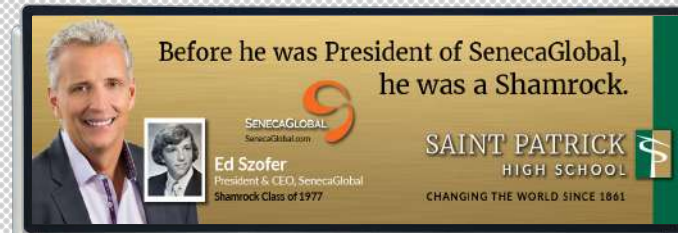
## EDUCATION

Capture college-minded parents and prospective students on the roadways.





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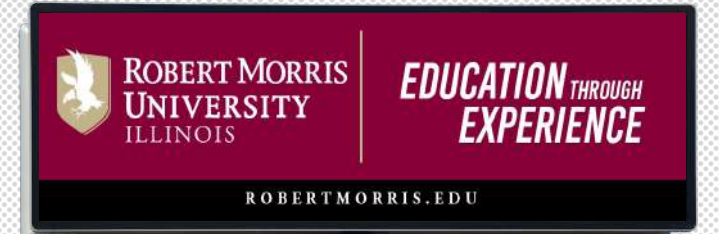
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— Education —





## ENTERTAINMENT/MUSIC

Go Big and create excitement with entertainment ads on CDN

28

% watched a movie in a theater and 26% watched a TV show after seeing an OOH ad \*





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— Entertainment / Music —





## FASHION/BEAUTY

Drive beauty and fashion lovers from the roadways to the many shopping areas of Chicago.

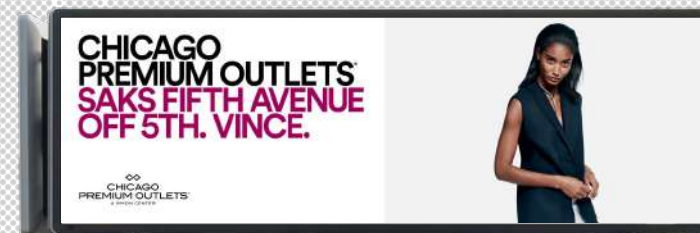




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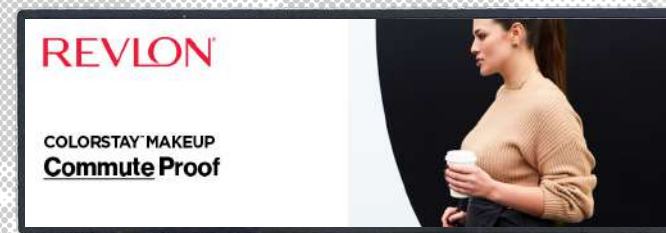
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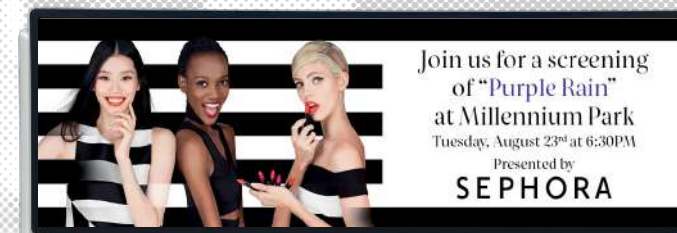
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— Fashion/Beauty —





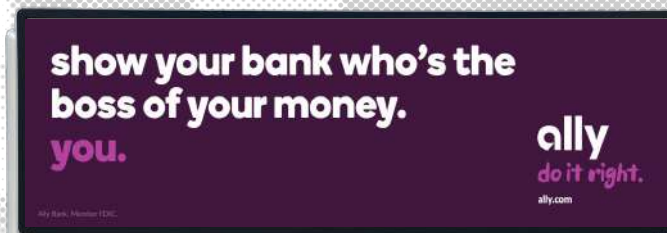
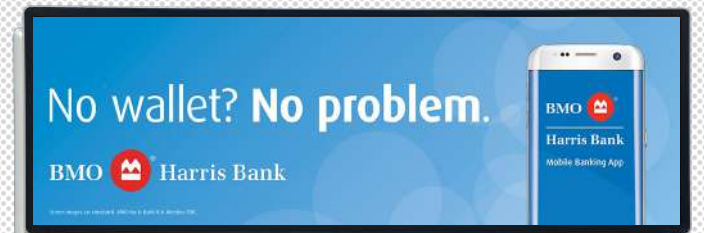
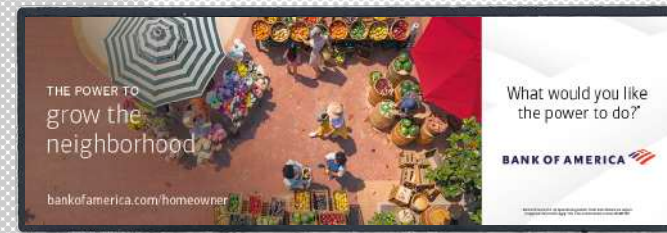
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## FINANCIAL

Ensure that financial customers choose your services by maximizing your message on our Chicago billboards.







25

% visited a restaurant and  
19% visited a store or other  
business advertised \*

**\$3.79** SUB OF THE DAY™  
A DIFFERENT **SIX-INCH**  
SUB EACH DAY.

**SUBWAY**

Limited time only at participating restaurants. Prices and subs included may vary. Additional charge for Extras. Plus applicable tax. No additional discounts or coupons may be applied. Subway® is a Registered Trademark of Subway IP LLC. ©2019 Subway IP LLC.



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## FOOD & DRINK

Reel in hungry viewers by pushing your products, according to location, temperature, and different day-parts.





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— Food & Drink —



The **#1** hospital  
in the nation.



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# HEALTHCARE

Stand out against competitors and elaborate  
your message to commuters and locals alike.



**\$160 million accelerating research  
in more than 20 countries.**

alzheimer's  association®

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YOUR FAMILY  
YOUR FRIENDS  
YOUR JOB  
YOUR LIFE

**ADDICTION HURTS BUT WE CAN HELP.**

COOKCOUNTYHEALTH.ORG

MAKING AN IMPACT.

COOK COUNTY HEALTH

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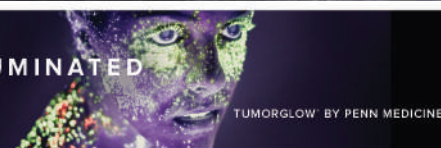


Get a first opinion.  
DNA can tell you a lot about your health.  
Use the tests genetic experts trust.

INVITAE  
Order your test at invitae.com

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**LIFE ILLUMINATED**



Shining a light on hidden tumors.  
PennMedicine.org

TUMORGLOW BY PENN MEDICINE

Penn Medicine

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**BE SMART** ABOUT YOUR SMILE.



deltadentalill.com

DELTA DENTAL

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Merck invents to  
*Keep Joy Alive*

MERCK

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**NOW OPEN**  
NorthShore  
Immediate Care

6 new Chicago locations.  
Open seven days a week.

NOW OPEN  
Edgewater  
Portage Park  
Mayfair

COMING SOON  
Lincoln Square  
West Ridge  
Jefferson Park

NorthShore  
University HealthSystem

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**EXPERT IMMEDIATE CARE  
BY BOARD-CERTIFIED PHYSICIANS,  
IN YOUR COMMUNITY.**

NM.ORG/IMMEDIATECARE

BETTER M Northwestern Medicine

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A cough that lasts for months  
is more than a cough.



Visit  
MoreThanACough.org

Or call  
1-833-MY-COUGH

Sponsored by  
Pulmonary Fibrosis  
Foundation

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**Excellence is on a roll.**  
Highest patient safety ratings, year after year.


RUSH

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The forefront.  
**Now available  
in the Southland.**

AT THE FOREFRONT  
**UChicago  
Medicine**  
Ingalls Memorial

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"I love to travel with  
my husband."

Deb C.

ZeJula  
Arizona  
March 2019

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35

% have noticed directional ads & 20% immediately visited a business seen advertised which resulted in a purchase 74% of the times.\*



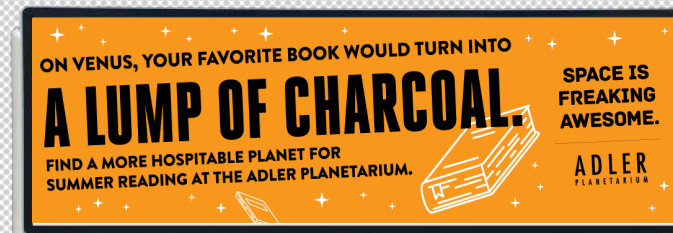
## LOCAL

Build awareness, control timing, and localize your message to effectively lead viewers to your business.





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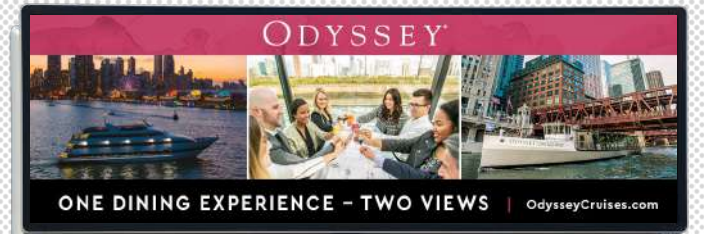
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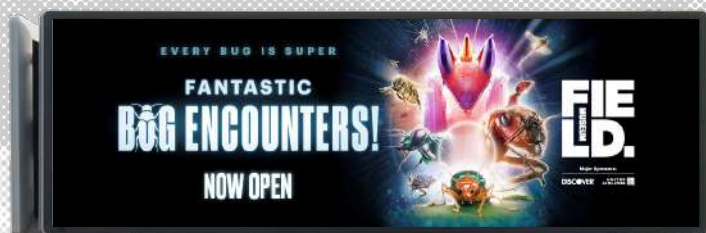
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Local





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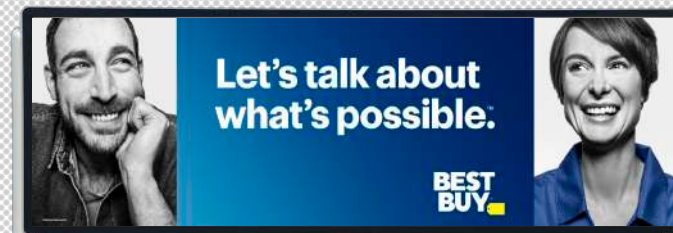
## RETAIL & D2C

Strengthen the presence of brick and mortar stores or establish a presence in the physical world for online retailers.





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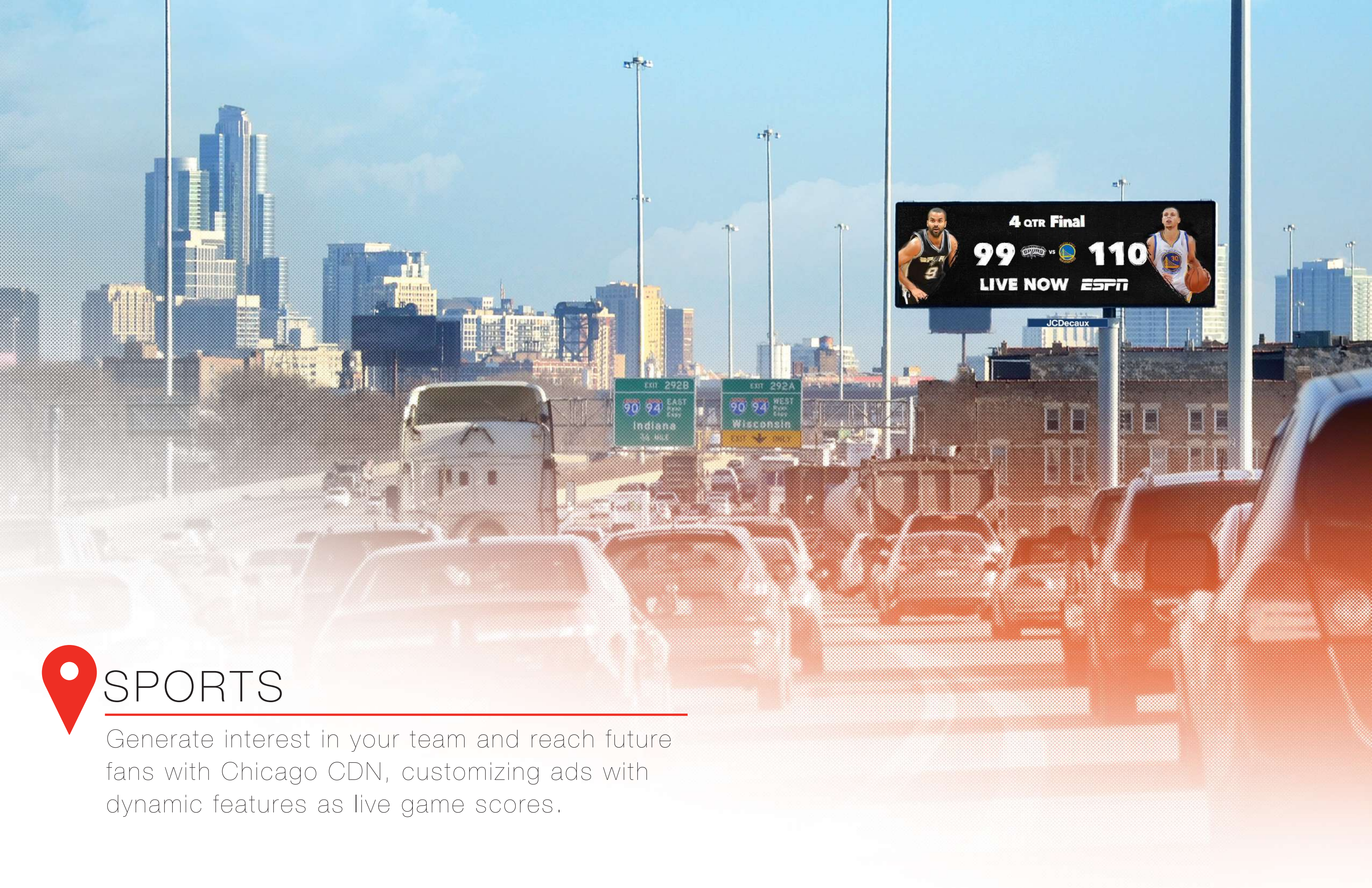
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— Retail & D2C —





## SPORTS

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Generate interest in your team and reach future fans with Chicago CDN, customizing ads with dynamic features as live game scores.





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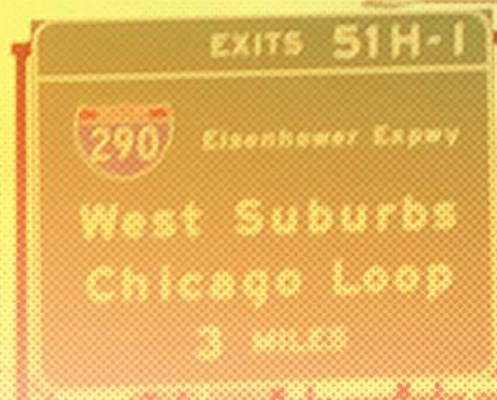
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Sports



42

% used an online search on their cell to look up information about the advertiser \*



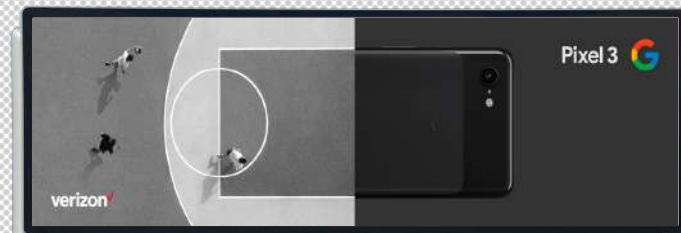
## TELECOM

Differentiate your mobile service from competitors by advertising on CDN, reaching the thousands of cellphone users who travel on Chicago highways everyday.

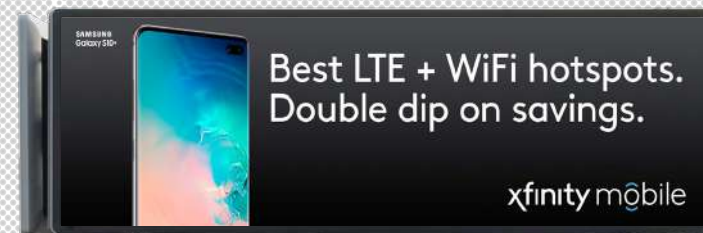




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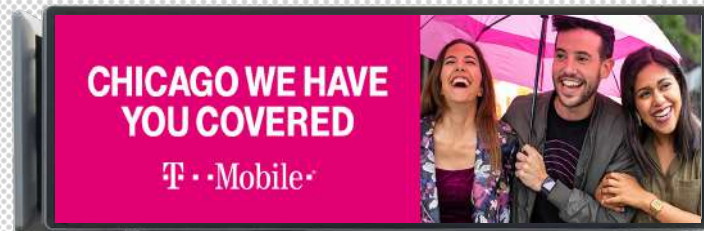
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## TRAVEL & TOURISM

Act as the ultimate tour guide and travel influencer as locals move around Chicago.





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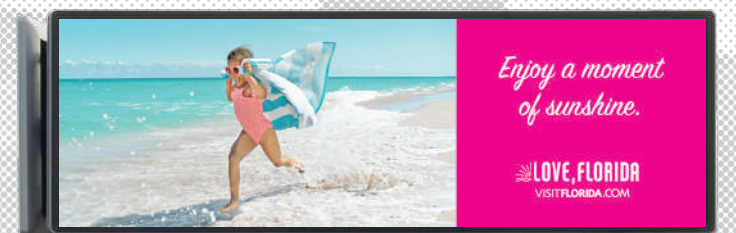
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## — Travel & Tourism



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