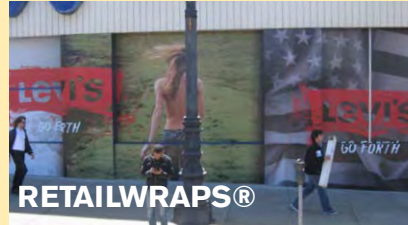




OUR MEDIA



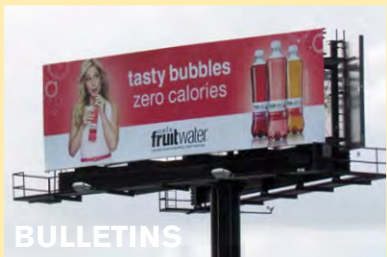
RETAILWRAPS®



RETAILWRAPS®



FREIGHT-



BULLETINS



WALLSCAPES



CONSTRUCTIONWRAPS



MALLWRAPS™

About Us

THE OUTDOOR LINK provides full service Out-Of-Home advertising solutions that enables advertisers to easily take advantage of the visibility and untapped potential of real property in dense urban areas. We provide our clients with both traditional and non-traditional media solutions; we can use all types of buildings, walls, windows, displays, barricades, etc. for custom blue-chip advertising on both a long-term and short-term basis.

CLIENTS

Our team combined has over 15 years experience in the advertising arena and has a database of over 30,000 brands to implement regional and national campaigns for upcoming beverage, movies, tech, sports, and high fashion.

ADVERTISING

Our client list includes, but is not limited to some of the top media spenders, such as: Chipotle, Levi's, Nike, Red Bull, and TNT/TBS.

REAL ESTATE

We work landlord direct to exclusively lease the best space available. We also have established relationships with the top Real Estate firms so we can quickly identify a secure new locations.

MARKETS | INVENTORY

With an established national link of property owners under contract, we have exclusive locations in over 275 cities in the United States. We also can quickly identify and secure new locations in any area of the nation.

MEDIA SOLUTIONS

TRADITIONAL OOH INVENTORY

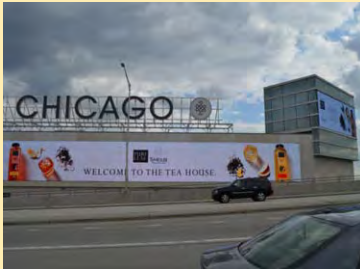
- Fully permitted bulletins/squares and wallscapes in some of the top media markets.

NON-TRADITIONAL OOH INVENTORY

- Short-term wallscapes; Storefront wraps in commercial corridors (aka RetailWraps®); barricades, storefronts, elevator, and escalator wraps in malls (aka MallWraps™); mobile media (Freightsapes™), and video and interactive displays (tech additions).



BULLETINS/DIGITAL BULLETINS



MEDIA DESCRIPTION

THE OUTDOOR LINK is known for our spectacular non-traditional Out-Of-Home solutions, however with our brand and agency connections we have found it prudent to expand into the traditional arena as well.

Our Bulletin/Square inventory comes in all different sizes, including of course the traditional 14' x 48', or the increasing popular square size which is typically 26' x 24'.

Our inventory includes digital & tri-vision boards

KEY BENEFITS

- Typically, we are able to offer significant discounts on most of our boards as many times they are incorporated into non-traditional RetailWrap® or MallWrap™ buys.
- Many of our boards our priced well below the traditional media prices for comparable units.
- We are able to offer both short-term flights, and yearly perms.
- Purchased individually.

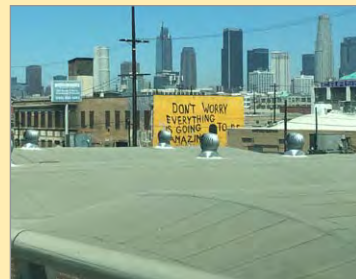
MARKETS

Most of our traditional bulletins/squares are in the West Coast markets, however we do have select units in various markets across the nation.





WALLSCAPES



MEDIA DESCRIPTION

THE OUTDOOR LINK offers exclusive spectacular Out-Of-Home solutions for the top blue-chip advertisers. Wallscapes are one of our most popular mediums as they are able to accommodate a wide variety of unusual creatives, sizes, and shapes which results in a high impact, larger-than-life, non-traditional outdoor display.

Our wallscapes fall into two categories:

TRADITIONAL LONG TERM WALLS

- These units are fully permitted and can be sold as a long term perm

NON-TRADITIONAL SHORT TERM WALLS

- By structuring custom leases, we have been **successfully implementing short-term wallscapes on our buildings for 1, 2, or 3 month periods**. These units are typically considered temporary on-site signage, and enable brands to have placement in areas, neighborhoods, and markets where traditional solutions are rater limited.

KEY BENEFITS

- Large - in your face spectaculars
- Many units offer both banner and adhesive vinyls
- We are able to offer both short-term flights, and yearly perms
- Purchased individually

MARKETS

We have exclusive inventory in the top 20 US markets.

- The majority of our inventory is in: Atlanta, Cincinnati, Chicago, Denver, Las Vegas, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Seattle, and Tampa
- We maintain inventory ties in nearly all major US cities, and can easily implement national, regional and local campaigns in any city in the nation
- The Outdoor link can customize short-term **Wallscapes** placement based on marketing needs, specific targeted locations (i.e. near sporting events, convention centers, malls, etc.) and budgets

RETAILWRAPS®



MEDIA DESCRIPTION

THE OUTDOOR LINK is known for pushing the envelope with spectacular Out-Of-Home solutions for the top blue-chip advertisers.

RetailWraps® are the crown jewel of our high impact, larger-than-life, non-traditional outdoor.

By fully "wrapping" a vacant retail location, this medium essentially transforms a vacant storefront into a custom building wrap or ground level billboard.

BACKGROUND | EXPERIENCE

RetailWraps® were officially added to TOL's inventory in November of 2007, with some of our first campaigns executed in 1st quarter 2008.

However, our experience with this media is vast, as some of our staff were the first to execute storefront advertising in the United States, and THE OUTDOOR LINK'S team members helped pioneer storefront advertising with a infinite array of successful campaigns in the early 2000's including for some of the top brands such as:

ABC, AT&T, Blue Shield/Blue Cross, Jeep, Lucky Magazine, Motorola, Remy Martin, SBC, and TNT.

MARKETS

We have exclusive inventory in the top 20 US markets.

- The majority of our inventory is in: Atlanta, Cincinnati, Chicago, Denver, Las Vegas, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Seattle, and Tampa.
- We maintain inventory ties in nearly all major US cities, and can easily implement national, regional and local campaigns in any city in the nation.
- The Outdoor link can customize **RetailWrap®** placement based on marketing needs, specific targeted locations (i.e. near sporting events, convention centers, malls, etc.) and budgets.
- Placement is ideally suited in dense commercial corridors where traditional media is usually limited.
- Future expansion to Australia and Tokyo.

MALLWRAPS™



MEDIA DESCRIPTION

THE OUTDOOR LINK maintains Out-Of-Home inventory in some of the country's highest performing shopping centers in the nation. With ties to all the major mall developers, we have right to 100's of malls nationwide where we can implement huge high impact wraps unlike any other traditional In-Mall media available.

Our units usually fall into two categories:

- **Interior MallWraps™** are non-traditional custom vinyl wraps utilizing vacant mall storefronts, barricades, elevators, escalators, floors, and bulk heads to deliver a fully wrapped high impact unit inside some of the robust premium malls
- **Exterior MallWraps™** enable a brand the ability to give an unique footprint in an unexpected area such as a major exterior wall, fence, floor, and exterior entrance or window line.

BACKGROUND | EXPERIENCE

MallWraps™ were added to THE OUTDOOR LINK's inventory in August, 2008 as a natural expansion of our **RetailWrap®** medium.

MARKETS

Currently we have rights to over 400 centers in nearly every major U.S. city.

MALLWRAP™ COSTS

MallWrap™ pricing depends on the city, size of the mall unit used, and market rate rents for the particular location. The majority of TOL's inventory is priced between \$2,500 and \$8,500 Net, per 30 day monthly cycle.

PRODUCTION COSTS

TOL takes care of all production aspects associated with our **MallWraps™** including printing, installation, and removal. The average sized **MallWrap™** unit is roughly \$2,000 to produce.



MALL DOMINATIONS



MEDIA DESCRIPTION

THE OUTDOOR LINK maintains Out-Of-Home inventory in some of the country's highest performing shopping centers in the nation. We can implement high impact wraps and graphics unlike any other traditional In-Mall media available.

Our Mall Dominations are a combination of Interior and Exterior MallWraps which are placed anywhere between 20 -100 locations.

BACKGROUND/EXPERIENCE

Mall Dominations were added to THE OUTDOOR LINK's inventory in 2009 as a natural expansion of our **RetailWrap®** medium.

MARKETS

Our markets are constantly changing, but we do offer MallWrap Dominations nationwide, including Georgia, California, Illinois, and Texas.

MALL DOMINATION AREAS

- BARRICADE
- WALLSCAPES
- ENTRANCE WALL WRAP
- STAIRWELL WRAP
- FREEWAY BANNERS
- PREFERRED PARKING WRAPS
- RETAILWRAPS®
- BUS SHELTER WRAPS
- RETAILWRAP®
- ESCALATOR PANEL
- ELEVATOR WRAP
- FLAG POLE BANNERS





PARKING GARAGE WRAPS



MEDIA DESCRIPTION

THE OUTDOOR LINK prides itself on having the best non-traditional media available.

Our RetailWraps® and MallWraps™ capture the imagination with some of the most unique executions out there, especially with our Exterior Building wrap and Naming Rights on all floors.

With our **Parking Garage Wraps** we're able to offer a similar concept in a domination solution while still offering a medium that is not typically found by other vendor

BRONZE PACKAGE

Mall Dominations were added to THE OUTDOOR LINK's inventory in 2009 as a natural expansion of our **RetailWrap®** medium.

- Large Format Exterior Signage on 2 Sides
- Naming Rights on All Small Signage - each floor
- One (1) Full Elevator Wrap
- Banner/Wrap On Ground Roll Up Wall

SILVER PACKAGE

Bronze Package Plus:

- Ground Floor Elevator Door Wrap
- Floor Graphics @ Entrance Ramp
- Elevator Wrap On Each Floor
- Ground Level Storefront Wrap

GOLD PACKAGE

Silver Package Plus:

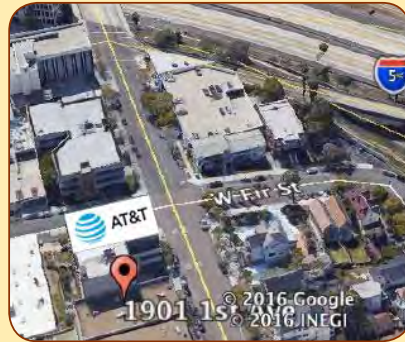
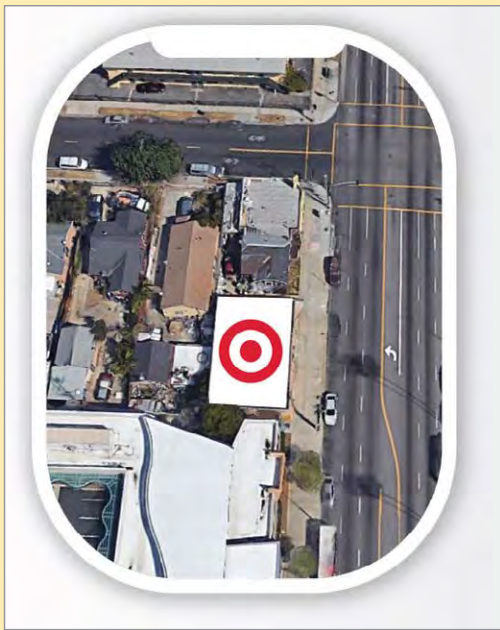
- Floor Graphics on each floor
- Stairwell Wraps - 1 per floor
- Showroom Wrap/Access (3D, Interactive/Video displays additional production fee
- Product Display in up to 2 areas
- Preferred Parking Branded Area

ROOFTOP SKY ADS



ROOFTOP ADVERTISING

This is how you would see your ad from looking out of the airplane window.



BRAND RECOGNITION

Largest ad in the U.S. 87,000 square foot ad – just by looking out the window, you can captivate the passengers with your logo.



THE FLIGHT PATH INTO ATL

According to the FAA and the ACI - Airports Council International: 2016 - Passengers flying in and out of ATL 9.1 million Monthly, 110 million yearly

73% of Frequent Flyers take the time to read airport advertising messages

Advertisers are looking for opportunities that are outside the box for a creative way to promote their businesses. In a world cluttered with advertisements everywhere, when you look, there are very few opportunities to captivate customers in a very unique way. When you approach a city by airplane, everyone looks out of the windows at the approaching city skyline and the visible rooftops down below –

that was the inception of advertising on rooftops. You'll have maximum exposure from millions annually!

Rooftop advertising provides the passenger an opportunity to see an advertisement unobstructed from any other ads and the many distractions that come while on the ground.

GUERRILLA VIDEO PROJECTION



GUERRILLA PROJECTION ADVERTISING

The placement of projected advertising imagery (still images or motion video) on buildings without city advertising permits or building owner permissions.

CONTENT MARKETING/ PR GUERRILLA PROJECTION ADVERTISING

The documentation of the marketing activation for social media, public relations and/or content marketing purposes.

INTERACTIVE GUERRILLA PROJECTION ADVERTISING

This is the same as the guerrilla projection advertising with the addition real-time, consumer-centric engagement elements. Interactive elements can range from displaying websites that integrate real-time content feeds from Twitter, Instagram or Facebook

3D MAPPING GUERRILLA PROJECTION ADVERTISING

Creating templates of buildings and site-specific videos to match building facades. The 3D Mapping Guerrilla Video Projection approach allows for it to appear as if lights in certain windows are turning on/off, facade of the building is crumbling, and other awesome effects.



Guerrilla Video Projection advertising is the projection of advertising images or video content to create instant digital billboards on the exterior of building surfaces at night without city or property owner permission.

We target specific locations in high traveled areas next to arena's and nightclubs and restaurants as well as major traveled roadways. We can project onto any surface from walls, buildings, screens, light colored fabric, ceilings, tents, cement structures, ships and planes, trains, floors and every other imaginable surface we can advertise on.

Guerrilla Projection advertising is particularly effective outdoor digital billboard advertising medium in cities such as New York City, Chicago, San Francisco, Los Angeles, Seattle, Philadelphia, Washington DC, Miami, Ft. Lauderdale, Palm Beach, Seattle, San Diego and Boston with an abundance of consumer nightlife pedestrian and vehicle traffic.



MOBILE TRAILER



MEDIA DESCRIPTION

THE OUTDOOR LINK prides itself on having the best non-traditional media available.

Our RetailWraps® and MallWraps™ capture the imagination with some of the most unique executions out there, especially with the technology incorporated.

With our **Mobile Trailers**, we're able to offer a similar concept in a budget friendly mobile solution while still offering a medium that is not typically found by other vendors.

Mobile Trailers are fully wrapped (60" x 40") from top to bottom with backlit vinyl.

The appeal of the medium is the hours are completely dictated by our clients and make a faster, easier, and more effective way to advertise.

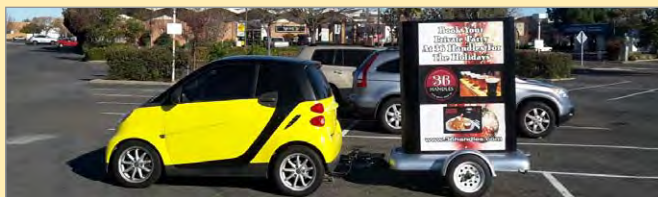
MARKETS/ROUTES

Our Mobile Trailer Units can be parked at prime locations or strategic routes can be arranged

MOBILE TRAILER COSTS

Our Mobile Trailers are contracted on a monthly basis, and are guaranteed to be on the road or parked in prime areas.

Let us take your mobile advertising to the next level!



MOBILE BULLETIN



MEDIA DESCRIPTION

THE OUTDOOR LINK prides itself on having the best non-traditional media available.

Our RetailWraps® and MallWraps™ capture the imagination with some of the most unique executions out there, especially with the technology incorporated.

With our **Mobile Bulletins**, we're able to offer a similar concept in a budget friendly mobile solution while still offering a medium that is not typically found by other vendors.

Mobile Bulletins are fully wrapped from top to bottom with backlit vinyl OR are digital with LED screens

The appeal of the medium is the hours are completely dictated by our clients and make a faster, easier, and more effective way to advertise.

MARKETS/ROUTES

Our Mobile Bulletins can be parked at prime locations or strategic routes can be arranged

MOBILE BULLETIN COSTS

Our Mobile Bulletins are contracted on a monthly basis, and are guaranteed to be on the road or parked in prime areas.

Let us take your mobile advertising to the next level!



FREIGHTSCAPES™



MEDIA DESCRIPTION

THE OUTDOOR LINK prides itself on having the best non-traditional media available.

With our **Freightscares™** we're able to offer a similar concept in a budget friendly mobile solution while still offering a medium that is not typically found by other vendors.

Freightscares™ are fully wrapped tractor-trailers (48' or 52' in length) from top to bottom with pressure sensitive vinyl.

The appeal of the medium is the opportunity to create a "virtual" fleet for your brand and/or product with the ability to spark artificial demand for your product.

OUR FLEET

The Outdoor Link has contracted rights to wrap 1,000's of independent tractor-trailers.

These massive mobile billboards travel the freeways and surface streets of some of the United State's most congested cities.

A key highlight to our feet is the fact that most of our trucks are furniture delivery contractors, for office supply chains such as Office Depot, Staples, etc. which means they spend a significant amount of time not only on the major freeways, but also driving the surface streets in the communities where people live, work and play.

MARKETS/ROUTES

Our fleet pretty much goes everywhere, but media buys are usually contracted by route, the most popular are as follows:

- LOS ANGELES TO SAN FRANCISCO
- LOS ANGELES TO LAS VEGAS
- LOS ANGELES TO PORTLAND/SEATTLE
- LOS ANGELES TO TEXAS TRIANGLE
- CHICAGO TO CLEVELAND/OH CITIES
- CHICAGO TO NYC
- NYC TO MIAMI

FREIGHTSCAPE™ COSTS

Our Freightscares™ are contracted on a monthly basis, and are guaranteed on the road for 8 to 12 hours each day.

Pricing can be as low as \$55 dollars a day!