

2012 DIGITAL MEDIA KIT

Clear Channel **OUTDOOR** :: SAN ANTONIO

OUT WOWS.



3714 North Pan Am Expressway San Antonio, Texas 78219
P 210.227.3451



DMA RANK

32nd

DMA POPULATION

(Adults 18+)

1,848,598

% CHANGE 2000-2010

45%

SAN ANTONIO

MARKET DEMOGRAPHICS

Race Distribution & Ethnicity

White 77%	African American 6%
Asian 2%	Other 16%
Hispanic (Ethnicity) 55%	

Median Age	33.9
Average Household Income	\$65,498
Median Household Income	\$49,042
Average Vehicles	1.8

MARKET IN MOTION

Traveled 200+ Miles (wk)	34.6%
Drive To Work Alone	76%
30+ Minute Commute	15.5%
Avg Travel Time To Work One Way (mins)	26

AVAILABLE PRODUCTS

- Airports
- Bulletins
- Bus Transit
- Digital
- Junior Posters
- Posters
- Premiere Panels
- Transit Shelters

BUSINESS & ECONOMY

- Third fastest-growing city in America and the seventh largest U.S. city.
- More than 26 million people visit each year.
- Most affordable city in America.
- The location for four of the country's military installations.

SPORTS & RECREATION

- Sixty-eight miles of urban hike and bike trails and over 11,000 acres of urban parks. The U.S.'s second oldest park, San Pedro Park, is in San Antonio.
- One of America's safest and best "walking" cities.
- One of the top 25 cities in the country for the arts.

TOURISM

- SeaWorld® San Antonio is the world's largest marine life adventure park, Schlitterbahn, nearby, is the world's best water park according to the Travel Channel, and Six Flags® Fiesta Texas® is one of the most visited attractions in the state. Travel + Leisure named San Antonio as one of America's favorite cities.
- San Marcus Outlet Mall ranked 3rd best shopping mall in the world by ABC's "The View."

MARKET AREAS OF INTEREST

- The Alamo
- River Walk
- SeaWorld
- Six Flags® Fiesta
- San Antonio Zoo



WHY DIGITAL?

FEATURES

FLEXIBILITY

Customize and adapt your digital program to meet time-sensitive needs.

EFFICIENCY

Ability to react to what works. Eliminates time and printing costs.

COMMUNITY DIALOGUE

Build ongoing interactive relationships with consumers by creating intrigue and anticipation.

HIGH REACH

High impact locations are strategically placed throughout our markets.

HIGH FREQUENCY

Our networks deliver repeated exposures for increased impact.

INNOVATION

This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.

18
HIGH IMPACT
DISPLAYS



LAST MINUTE UPDATES



DYNAMIC CONTENT



TIME-SENSITIVE MESSAGING



ULTIMATE FLEXIBILITY



UNLIMITED CREATIVE EXECUTIONS



One of the amazing things about the Clear Channel Digital Outdoor Network is how we can dynamically update information from other sources and incorporate it directly into your creative.

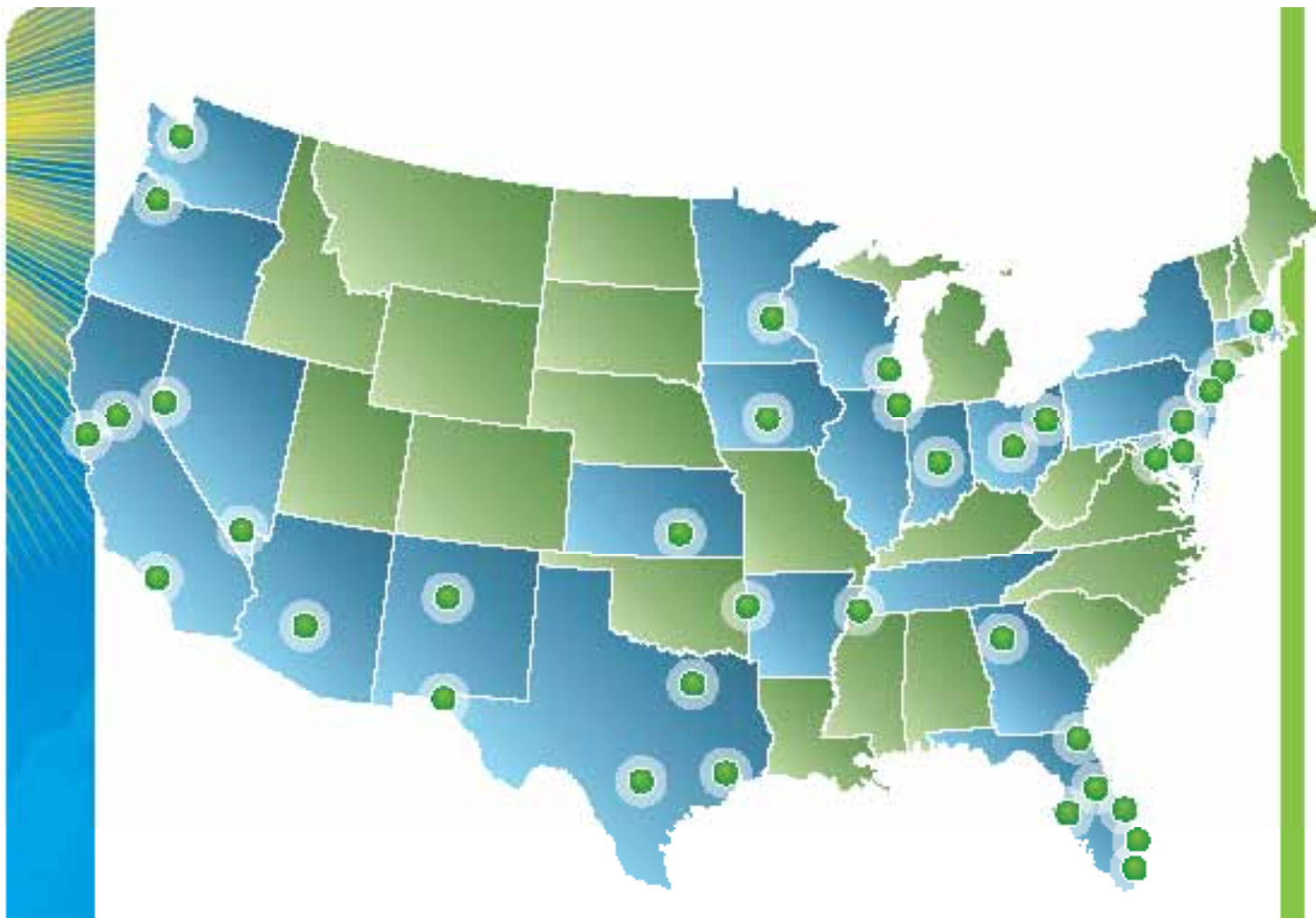
Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



DYNAMIC CONTENT

HOW IT WORKS

WHAT	HOW
HEADLINES	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.
SPORTS SCORES	Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.
TIME / TEMP / TRAFFIC	A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.
PICTURES	If you have visual information that is automatically posted on a website, for instance the progress of a new business location, Clear Channel Outdoor Digital billboards can dynamically lift those pictures and include them in your creative execution. As drivers and pedestrians pass by the Digital Outdoor Network billboards, they will see the progression over time, making this a tremendous interest builder.
UPCOMING EVENTS	Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information posted dynamically.



NATIONAL NETWORKS

36 DMA's :: 850+ DIGITAL DISPLAYS AND GROWING

Albuquerque
Atlanta
Baltimore
Boston
Chicago
Cleveland - Akron
Columbus
Dallas
Des Moines
El Paso
Fort Smith
Houston

Indianapolis
Jacksonville
Las Vegas
Los Angeles
Memphis
Miami
Milwaukee
Minneapolis
New York
Orlando
Orlando - Daytona Beach - Melbourne
Philadelphia

Phoenix
Portland
Reno
Sacramento
Salisbury
San Antonio
San Francisco - Oakland
Seattle
Tampa Bay
Washington DC
West Palm Beach
Wichita





SAN ANTONIO CLIENTS

LOCAL SAN ANTONIO DIGITAL OUTDOOR NETWORK CLIENTS

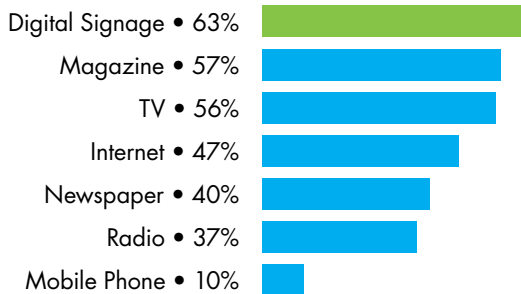
- Alamodome
- American Heart Assoc.
- Ashley Furniture
- AT&T Center
- Bridal Extravaganza
- Carnival Cruises
- China Sea
- CHRISTUS Santa Rosa
- Cornerstone Schools
- CPS Energy
- Culligan Water
- Dolce
- Dos Equis
- Express-News
- General Dynamics
- Halo Distributing
- H-E-B
- Herrera Law Firm
- J. Green Jewelers
- Junior League
- KSAT-12 TV
- Little Caesars
- Maker's Mark
- Mariachi Vargas
- McNay Art Museum
- Party City
- Pocket
- Rapid Tax
- Red McCombs Auto
- Saks Fifth Avenue
- SA Boat Show
- SACU
- San Antonio Opera
- San Antonio Spurs
- SAWS
- Toyota of Boerne
- UIW
- US Army
- UTSA
- WOAI-TV
- YMCA

DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

MAKE AN IMPACT

GET MORE ATTENTION

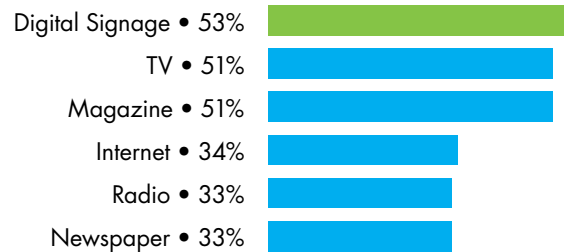
Percentage of people who report that advertising on the media catches their attention.



Base: Among those who have seen ads in the media in the past 12 months.

RAISE MORE INTEREST

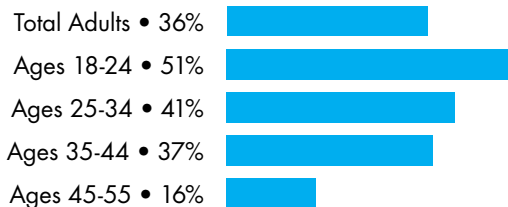
Percentage of people who report that advertising on the media was interesting.



Base: Among those who have seen ads in the media in the past 12 months.

GET RESULTS

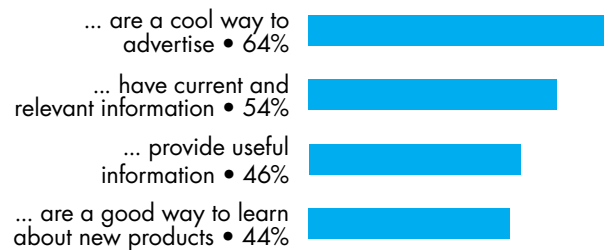
Percentage of people who took some action as a result of seeing advertising on digital signage.



Base: Among those who have seen ads in the media in the past 12 months.

BE COOL

Digital billboards ...



Base: Persons 18 years+ living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.





**SAN ANTONIO
IS THE THIRD
FASTEST-GROWING
CITY IN AMERICA**

San Antonio, the Alamo City, is the seventh largest city in the nation with a population well over one million. It has a high Hispanic population rich in culture and diversity. It is often regarded as the heart of Texas. San Antonio is the headquarters for four of the country's military bases. It is also a popular convention city with a favorable year-round climate that enables residents and tourists to enjoy a wide variety of cultural and recreational activities.

San Antonio is home to four of the top tourist attractions in Texas, welcoming 21.3 million visitors annually and making it the number one tourist destination in the state. Due to the favorable year-round climate, visitors are able to enjoy the many golf courses San Antonio has to offer. They are drawn by the millions to San Antonio's Riverwalk, the eighteenth-century Spanish missions, Seaworld, Six Flags Fiesta Texas, and of course, the Alamo. The San Antonio Zoo is ranked as one of the best in the country with over 3,000 animals. The total economic impact of the visitor industry is estimated at \$7.2 billion.

DIGITAL SAN ANTONIO

Residents own more than one million registered vehicles and have access to over 800 miles of freeway including one of the largest inner city highway systems in the country. San Antonio is considered a "gateway" to business and international trade with Mexico. In addition, the medical industry continues to outpace the economy as a whole and is the largest private industry in San Antonio.

Clear Channel Outdoor operates the largest and most comprehensive inventory in San Antonio. Products consist of high profile 14x48 Digital Displays, Bulletins, ECO-Posters, Premier Panels, Jr. Posters, Digital Convention Displays, Wall Displays and the recently acquired Transit Shelters and Bus Side advertising contract.





THE SAN ANTONIO DIGITAL OUTDOOR NETWORKS WILL PROVIDE THE FOLLOWING:

- 10-second static spots
- Maximum of 8 advertisements per rotation
- No production cost
- Unlimited creative executions

FULL-SPOT CAMPAIGN GUARANTEE:

- Red and Green Networks: 3,860 spots per day
- Gold Network: 3,605 spots per day
- Blue Network: 3,135 spots per day

DIGITAL PROGRAMS

RED AND GREEN NETWORKS:

- 5 locations
- 108,080 spots per period (Full Spot)
- 54,040 spots per period (Half Spot)

GOLD NETWORK:

- 4 locations
- 100,940 spots per period (Full Spot)
- 50,470 spots per period (Half Spot)

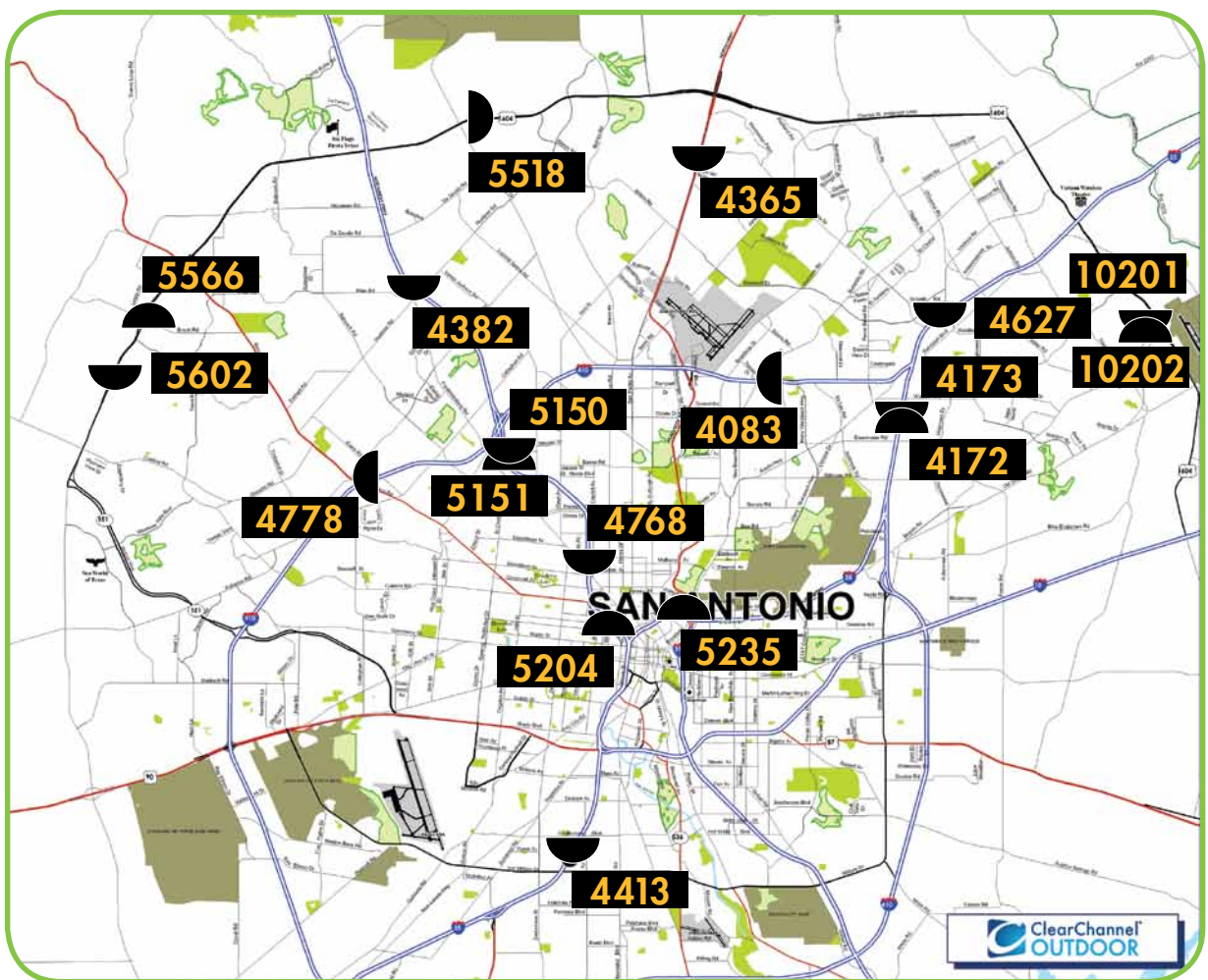
BLUE NETWORK:

- 4 locations
- 87,780 spots per period (Full Spot)
- 43,890 spots per period (Half Spot)

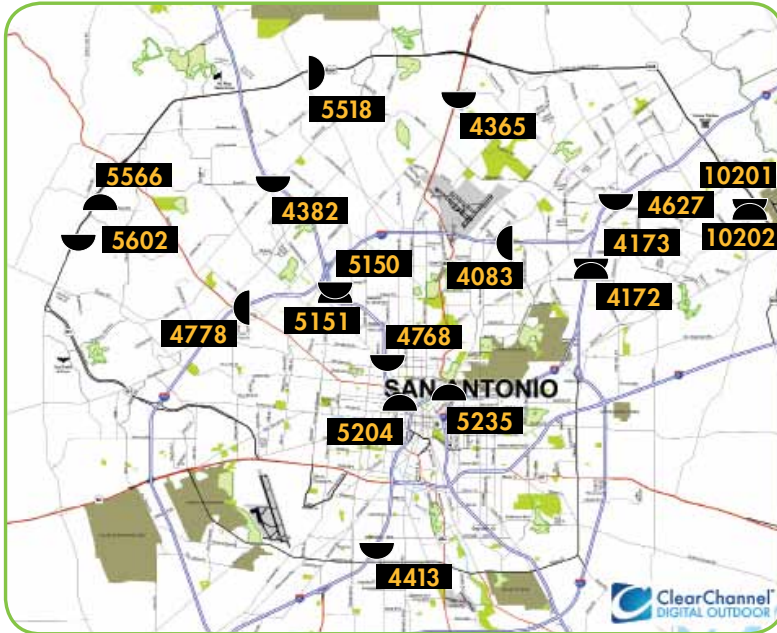




SAN ANTONIO DIGITAL MAP



SAN ANTONIO VIRTUAL NETWORKS



PERIODS	1	2-3	4-6	7-13
3 Boards	- 0%	-4%	-8%	-12%
4 Boards	-6%	-10%	-14%	-18%
5 Boards	-12%	-16%	-20%	-24%
6 Boards	-18%	-22%	-26%	-30%

DAILY DELIVERY PER BOARD

EACH 18HR BOARD
FULL: 725 SPOTS HALF: 362 SPOTS

EACH 24HR BOARD
FULL: 960 SPOTS HALF: 480 SPOTS

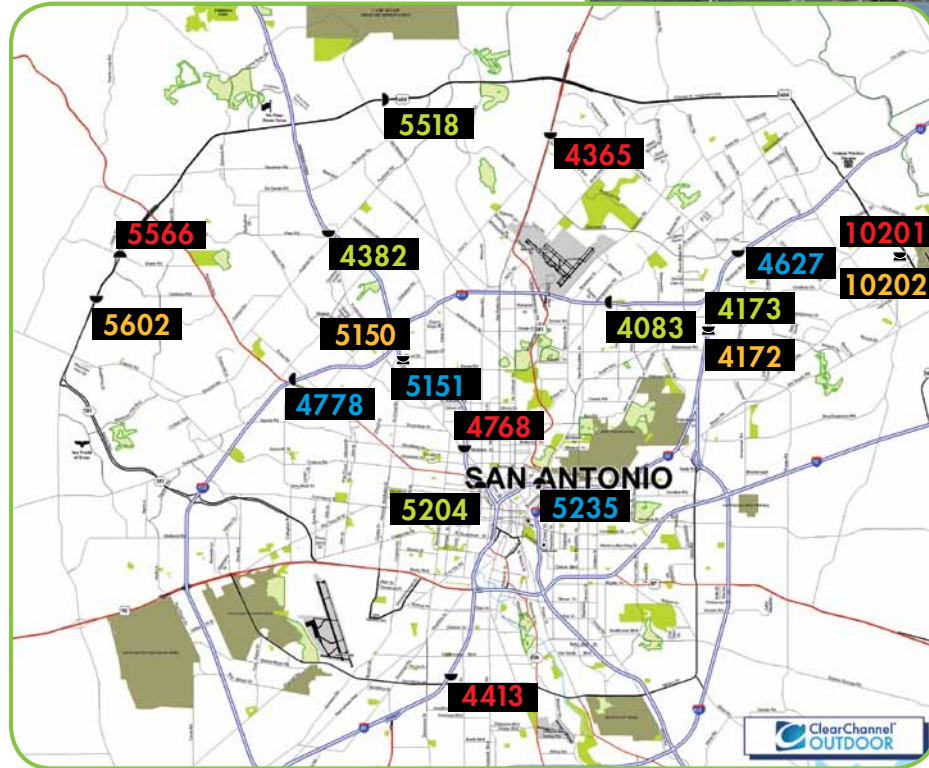
* - DENOTES 24 HR BOARDS BELOW

3 BOARD MINIMUM - FULL SPOTS
4 BOARD MINIMUM- HALF SPOTS

LOCATION	DESCRIPTION	4-WEEK RATE FULL SLOT	4-WEEK RATE HALF SLOT	A18+ EOI PER WK
004083	Loop 410 NS 0.3mi E/O Nacogdoches F/E - 2	\$5,000	\$2,500	682,983
005235	McAllister Frwy WS 50ft S/O Pearl Pkwy F/S - 1	\$5,000	\$2,500	363,019
004382	I-10 NW WS 0.2mi N/O Huebner F/N - 2	\$5,000	\$2,500	549,979
004768	I-10 NW WS 500ft N/O Fredericksburg F/N - 2	\$4,000	\$2,000	538,000
004365	US 281 N ES 0.2mi N/O Paso Del Norte F/N - 1	\$4,000	\$2,000	275,139
005204	I-10 NW ES 50ft S/O Colorado F/S - 2	\$4,000	\$2,000	593,477
005518	Loop 1604 NS 800ft E/O NW Military F/W - 1	\$4,000	\$2,000	215,775
004413	I-35 S ES 0.3mi N/O SW Military F/N - 1	\$3,000	\$1,500	243,359
004173*	I-35 N ES 0.5 mi N/O Eisenhower F/N - 1	\$3,000	\$1,500	387,206
004627	I-35 N WS 0.5mi S/O Weidner F/N - 2	\$3,000	\$1,500	692,058
005151*	I-10 NW ES 0.1mi S/O Crossroads F/S - 2	\$3,000	\$1,500	477,075
005566	Loop 1604 ES 50ft N/O Braun F/S- 2	\$2,000	\$1,000	197,114
004778	Loop 410 NS 1000ft E/O Bandera F/E - 2	\$2,000	\$1,000	615,589
004172*	I-35 N ES 0.5 mi N/O Eisenhower F/S - 1	\$2,000	\$1,000	522,278
010201*	Loop 1604 E .7Mi S/O Highway 78 N/F	\$2,000	\$1,000	86,160
005150*	I-10 NW ES 0.1mi S/O Crossroads F/N - 1	\$1,500	\$750	351,529
005602	Loop 1604 WS 0.5 mi S/O Shaenfield F/N - 2	\$1,500	\$750	107,893
010202*	Loop 1604 E .7Mi S/O Highway 78 S/F	\$1,500	\$750	65,966



SAN ANTONIO DIGITAL RATES



GREEN Network - 5 Locations		
# of Periods	FULL Spot Cost Per Period	HALF Spot Cost Per Period
1	18,400	9,200
2-3	17,600	8,800
4-6	16,800	8,400
7-13	15,900	7,900

RED Network - 5 Locations		
# of Periods	FULL Spot Cost Per Period	HALF Spot Cost Per Period
1	13,200	6,600
2-3	12,600	6,300
4-6	12,000	6,000
7-13	11,400	5,700

BLUE Network - 4 Locations		
# of Periods	FULL Spot Cost Per Period	HALF Spot Cost Per Period
1	12,200	6,100
2-3	11,700	5,800
4-6	11,200	5,600
7-13	10,600	5,300

GOLD Network - 4 Locations		
# of Periods	FULL Spot Cost Per Period	HALF Spot Cost Per Period
1	6,100	3,050
2-3	5,800	2,900
4-6	5,600	2,800
7-13	5,300	2,650



*All Rates are NET. Space subject to availability.



281 @ Paso Del Norte
Location 4365 (14x48 NF)



1604 s/o Hanover Cove
Location 10201 (14x48 NF)



IH-10 @ Fredericksburg
Location 4768 (14x48 NF)



1604 @ Braun
Location 5566 (14x48 SF)



IH-10 @ Huebner
Location 4382 (14x48 NF)



IH-35 @ SW Military
Location 4413 (14x48 NF)



1604/Military
Location 5518 (10'6x36 WF)



IH-35 @ Eisenhower
Location 4173 (14x48 NF)



410 @ Nacogdoches
Location 4083 (14x48 EF)



IH-10 @ Colorado
Location 5204 (14x48 SF)



IH-35 @ Weidner
Location 4627 (14x48 NF)



McAllister @ Pearl
Location 5235 (14x48 SF)



410 @ Bandera
Location 4778 (14x48 EF)



I-10 @ Crossroads
Location 5151 (14x48 SF)



1604 @ Shaenfield
Location 5602 (14x48 NF)



I-10 @ Crossroads
Location 5150 (14x48 NF)



IH-35 @ Eisenhower
Location 4172 (14x48 SF)



1604 s/o Hanover Cove
Location 10202 (14x48 SF)



DIGITAL CREATIVE

GUIDELINES & SPECS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

BE SHORT AND SWEET

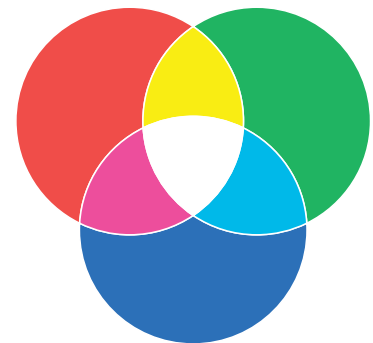
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



DIGITAL CREATIVE

USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.

Flat and Subtle
won't work

FLAT OBJECTS IN 3D SPACE

Low contrast, thin lines & fonts
..... won't work for digital

LIGHT
DEPTH

White, beige or neutral backgrounds
won't work well

High
CONTRAST
& BOLD

PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

DIGITAL PRODUCTION REQUIREMENTS

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB

ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w