



**OUTFRONT Media proposal
San Antonio digital sign ordinance
2019**

OUTFRONT
media

	OUTFRONT	Competition	OUTFRONT Share
Static Bulletins	69	800	10%
Static Posters	0	400	0%
Digital bulletins	0	30	0%

OUTFRONT media requests participation and equal opportunity in the recently proposed digital sign ordinance.

OUTFRONT is a minority OOH vendor in San Antonio, with a total of 69 advertising billboard faces.

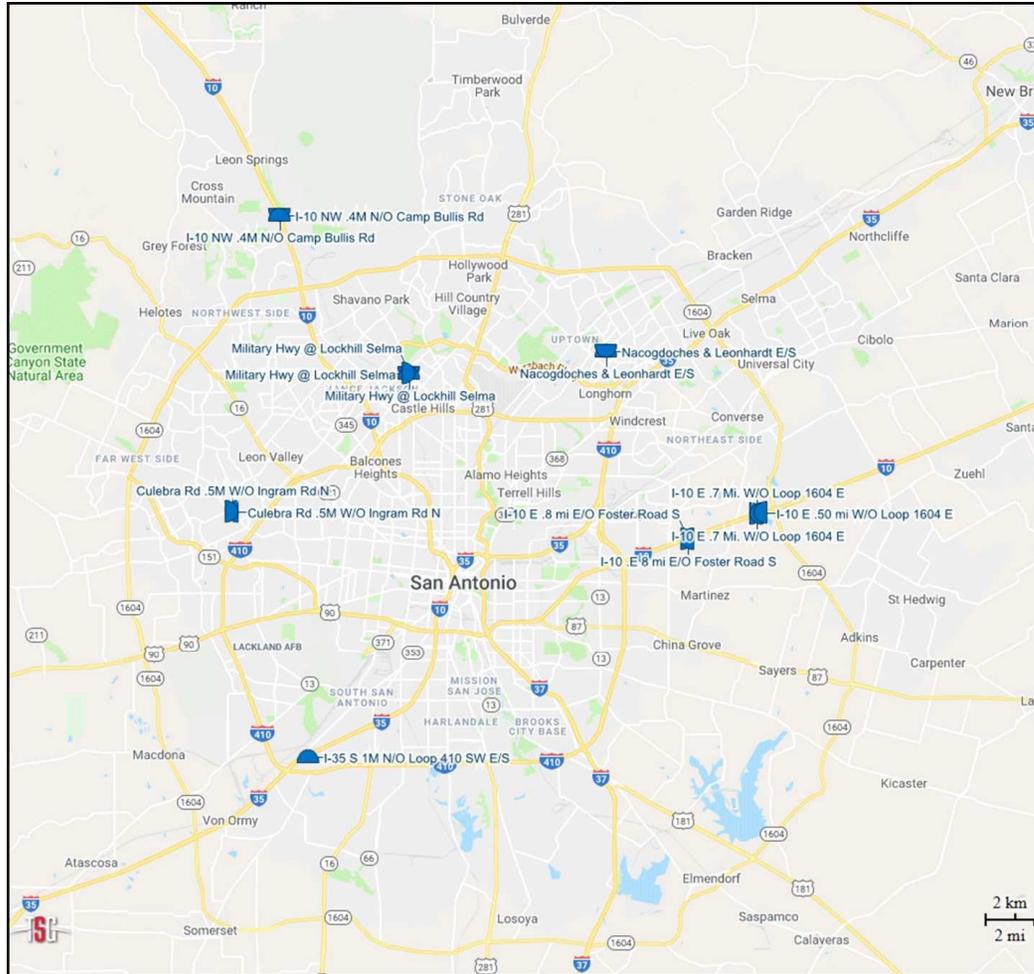
Using a 5.4 to 1 square foot ratio, OUTFRONT would agree to take down 7,284 square feet of existing static advertising faces in order to convert 2 **existing** static faces into standard 14 x 48 digital displays.

This equates to 8 structures and 15 ad faces which is 22% of OUTFRONTs total market inventory.

Location	Sq Ft	Faces	Conversion Ttl
<i>I-10 NW .4M N/O Camp Bullis Rd. WS F/S</i>	1,344	2	Gateway board
<i>Military Hwy @ Lockhill Selma WS F/S</i>	1,080	3	
<i>Culebra Rd .5M W/O Ingram Rd N/S F/W</i>	792	2	
<i>Nacogdoches & Leonhardt E/S</i>	1,344	2	
<i>I-10 E .8 mi E/O Foster Road S/S F/E</i>	800	2	
<i>I-35 S 1M N/O Loop 410 SW E/S F/S</i>	180	1	
<i>I-10 E .50 mi W/O Loop 1604 E N/S F/E</i>	400	1	
<i>I-10 E .7 Mi. W/O Loop 1604 E N/S F/W</i>	1,344	2	
	7,284	15	10.84

PROPOSED TAKEDOWN LOCATIONS

OUTFRONT



OUTFRONT

San Antonio

Proposal

Client: **City of San Antonio**

Proposal No.: 2966057

AE: Navarro, Nadia

Start: 08/05/2019

End: 09/01/2019

Bulletins



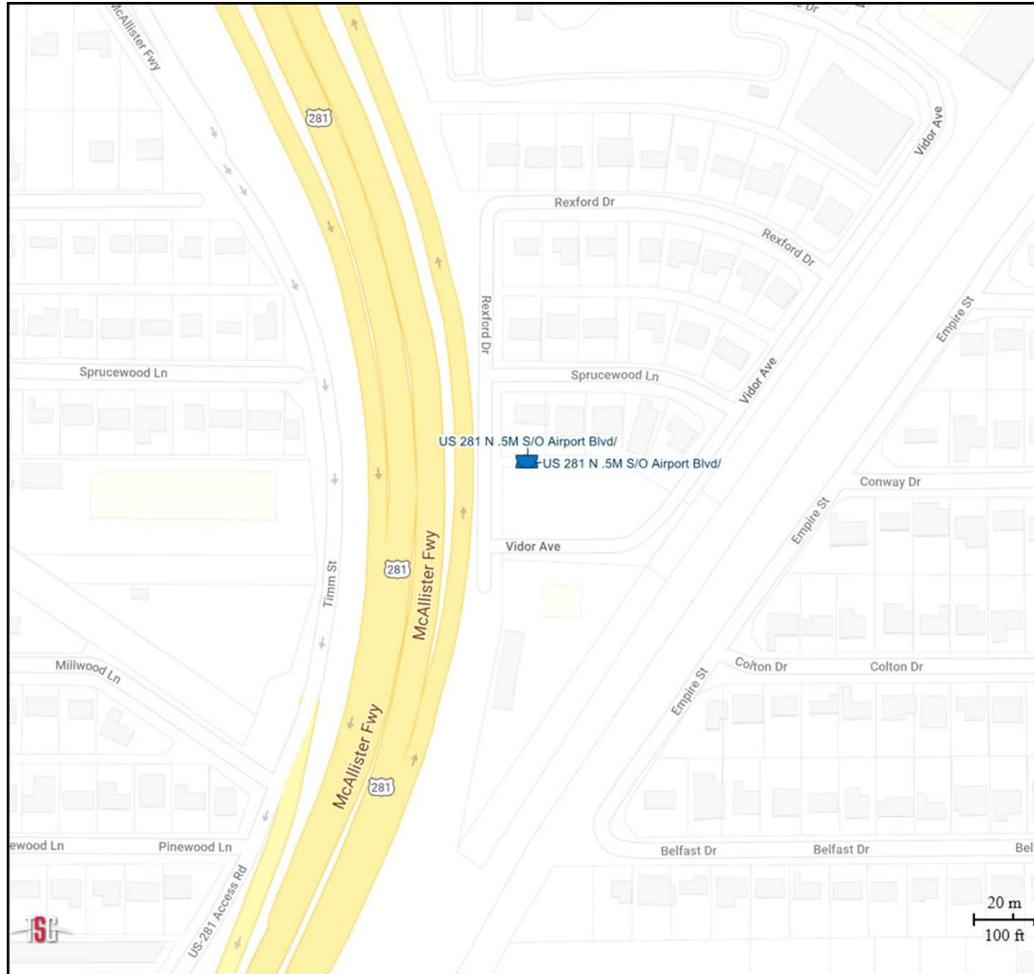
PROPOSED TAKEDOWN LOCATIONS

OUTFRONT

Location	Size	Faces
US 281 N .5M S/O Airport Blvd/Loop 410 ES F/N	1,344	2

PROPOSED DIGITAL CONVERSION LOCATIONS

OUTFRONT



OUTFRONT

San Antonio

Proposal

Client: **City of San Antonio**

Proposal No.: 2966056

AE: Navarro, Nadia

Start: 08/05/2019

End: 09/01/2019

Bulletins

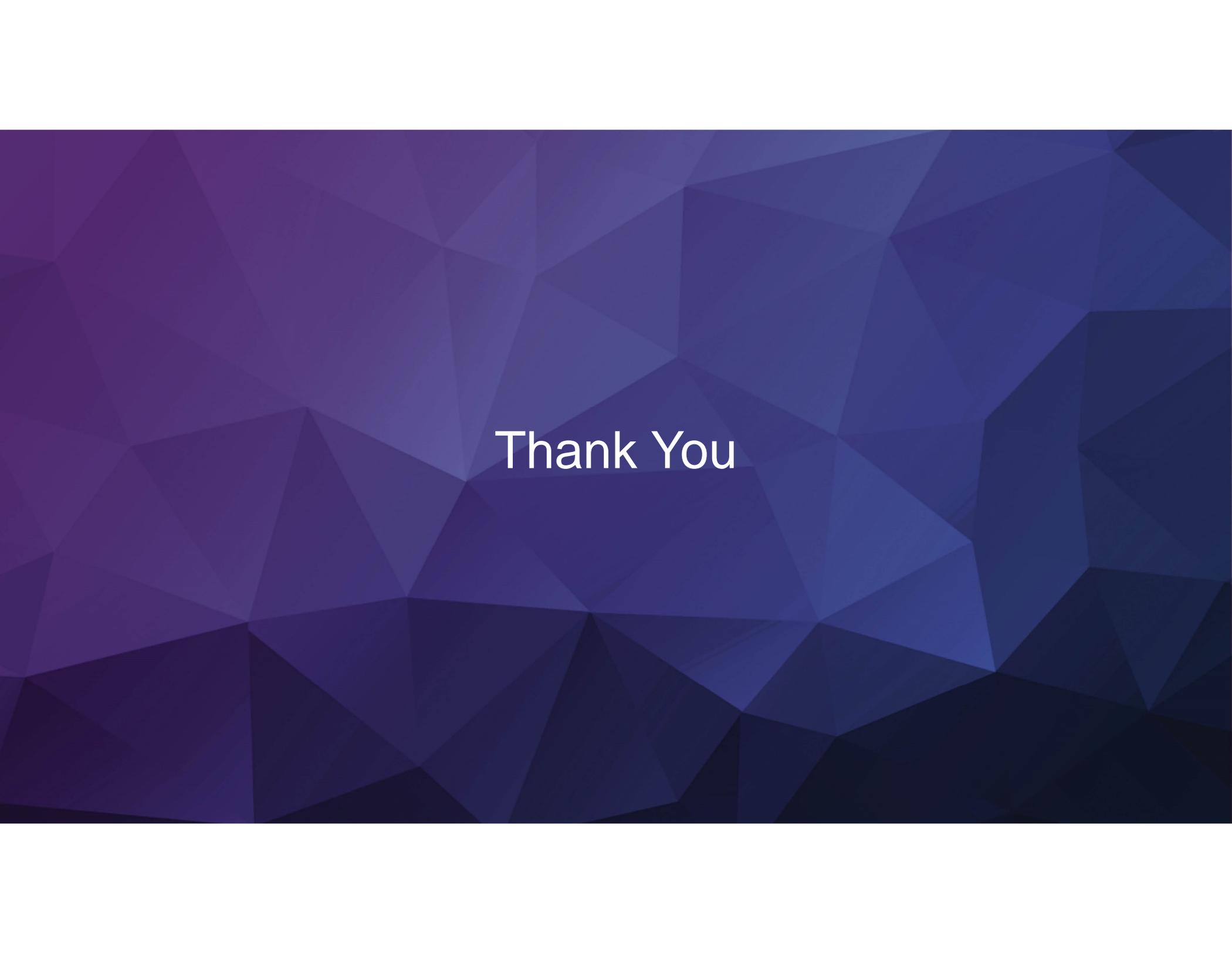


PROPOSED DIGITAL CONVERSION LOCATIONS

OUTFRONT

In agreement with the proposed terms already outlined, OUTFRONT would agree to:

- Remove the sign faces prior to receiving a permit for each digital display.
- If a face is removed from a structure, the entire assembly must be removed.
- No credit will be given for the area of the sign face removed to convert a digital display.
- An off-premise digital sign owner, with approval from the city, may make alterations to the digital signs as necessary to deploy the additional digital displays.
- An off premise digital sign owner must apply for all the necessary permits within six (6) months of approval of this ordinance.



Thank You