



# PSN Outdoor



### Introduction

PSN Outdoor is a dynamic and targetable distribution channel that offers government agencies and nonprofit organizations the ability to place public service announcements (PSAs) on a guaranteed and low-cost basis in a variety of locations that reach pedestrians, vehicle passengers and drivers, and transit riders.

### How It Works

PSN works with transit agencies in markets across the country that offer a wide variety of cost-effective outdoor placement opportunities including the following:

### Bus Placement Options

- Interior
- Queen
- King
- Kong
- Wrap
- Taillight
- Headlight

### Other Outdoor/Transit Options

- Subway cars
- Train stations
- Bus shelters
- Roadside billboards
- Digital (if available)

### How It Targets

PSN will work with your organization to build a customized transit distribution plan that will reach your target audience:

- Nationally
- Regionally
- Locally

### Impressions

Each PSN Outdoor campaign will run for a minimum of three months averaging thousands of impressions on a daily basis.

### PSN Outdoor Highlights

- Guaranteed PSA distribution
- Targeted distribution by region, state, or DMA
- Low-cost PSA rates
- Unique impressions
- Captive audience
- Excellent reach with numerous demographic targets

### Sample: Super King in D.C.



### Sample: Interior placement

