



PSN Outdoor



Introduction

PSN Outdoor is an all encompassing 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, automobilist and transit ridership.

How It Works

PSN will work with your organization to reach your target market and distribute your message in a prominent and captive medium to people who are participating in daily activities within their community via:

- Interior
- Queen
- King
- Kong
- Wrap
- Taillight
- Headlight
- Subway cars
- Train stations
- Bus shelters
- Roadside billboards
- Digital (if available)

How It Targets

PSN will work with you to build a customized transit distribution list 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
- Local or national saturation
- Low-cost PSA rates
- Unique impressions
- Captive audience
- Excellent read with numerous demographic targets

Sample: Super King in D.C.



Sample: Interior placement

