


Since 1892

Scadron  
Outdoor  
Advertising

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## Geopath and what they do?



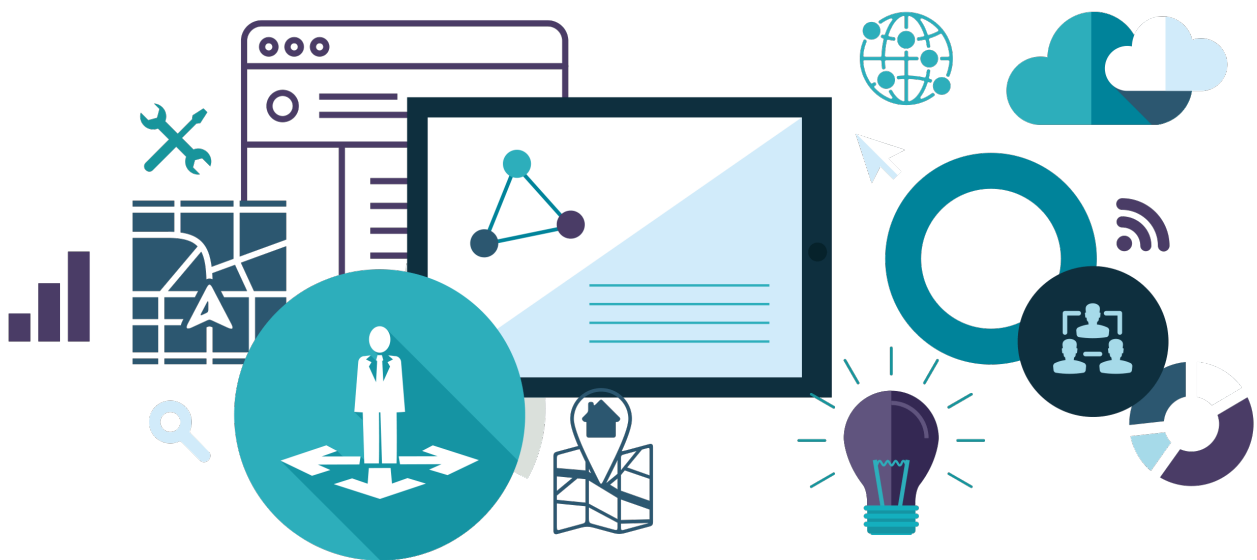
Provide Ratings for Out of Home Advertising

Geopath generates standard audience measurements for out of home media. Currently, we provide our members with demographic-specific impressions, rating points, and reach & frequency measures for over a million pieces of out of home inventory in our database. We also establish and supervise practices for the collection, recording, authentication, and verification of traffic and other data related to the measurement of audience location.

### Power a Smarter OOH Marketplace

Geopath seeks to power a smarter out of home marketplace by advancing our industry's entire approach to audience metrics and insights. By processing and incorporating many industry-changing data sources such as connected cars, weather data, population growth factors, and the locations & trips of hundreds of millions of anonymous mobile devices, our

systems will be able to do things like respond to seasonal, daily, & hourly variation, provide post-campaign delivery information, and much more. Stay tuned for the latest developments in audience location measurement!



### Train and Educate

Geopath fully supports the implementation of all provided audience metrics through training, communication, interfacing with application providers, and other activities that ensure the successful use of the audience measurement system. Our organization is also proud to perform other acts and services to further the interests of advertisers, advertising agencies, out of home organizations, and all others interested in information about the out of home media industry.