



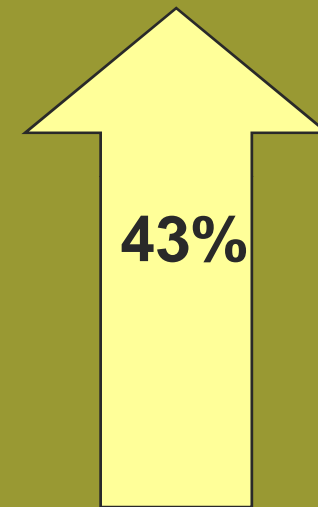
Road to Riches

BillboardConnection®
The Outdoor Advertising Experts

Financial Category

Overall Advertising Expenditures

2005	\$6,469,621.0
2004	\$6,020,799.7
2003	\$5,056,800.7
2002	\$4,649,145.05
2001	\$ 4,512,202.3



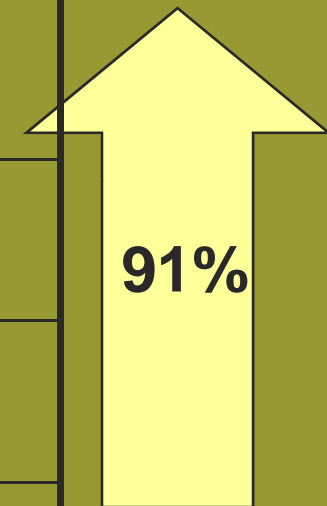
Source: Competitive Media Reporting; OAAA

BillboardConnection
Your Source for Successful Advertising

Financial Category

Outdoor Advertising Expenditures

2005	\$239,086.6
2004	\$213,728.9
2003	\$150,938.3
2002	\$192,501.1
2001	\$125,008.1



Source: Competitive Media Reporting; OAAA

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Your Source for Successful Advertising

Top 10 Financial Brands ***by Outdoor Advertising \$ (in thousands)***

Citigroup Inc	14,637.8
Bank of America Corp	11,207.4
Washington Mutual Inc	10,348.5
JP Morgan Chase & Co	9,867.9
Wachovia Corp	7,052.8
American Express Co	6,265.8
Morgan Stanley	4,989.1
Washington Mutual Inc	4,971.8
National City Corp	4,147.0
Wells Fargo & Co.	3,940.4

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Source: Competitive Media Reporting; OAAA , 2006

Why?

- Captive Audience--51 hours per year in a traffic jam!
- 24/7—Outdoor advertising adds continuity to media campaigns.
- Technological advancements—Outdoor can create an event!
- Mobile general population--Outdoor is the last mass medium.

Starting Young...

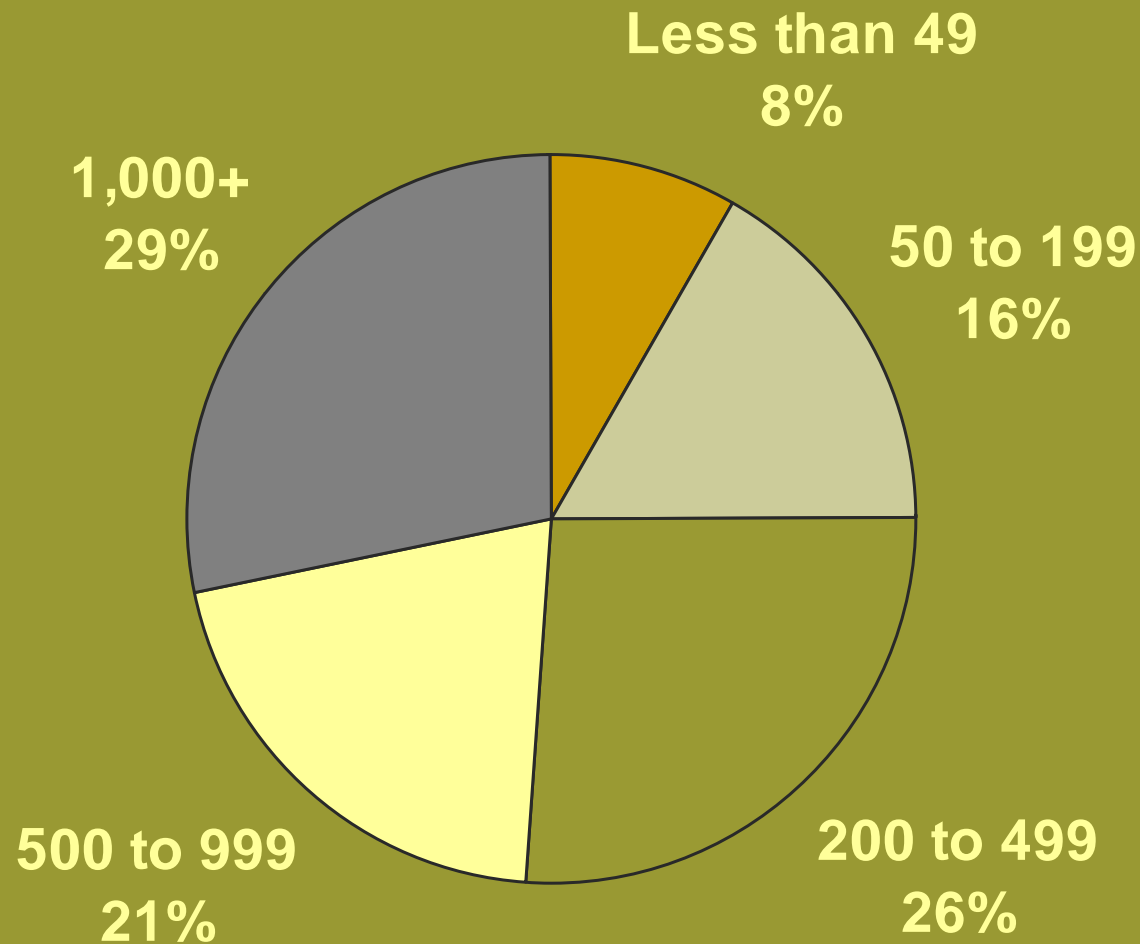
Percentage of the following age groups who have bank accounts...

Age group	%
7 and under	19%
8 to 12 years	29%
13 to 18 years	28%

Source: Neopets Youth Study, 2003

Miles Commuted Monthly

64.6% of the U.S. 18+ population have some type of investment

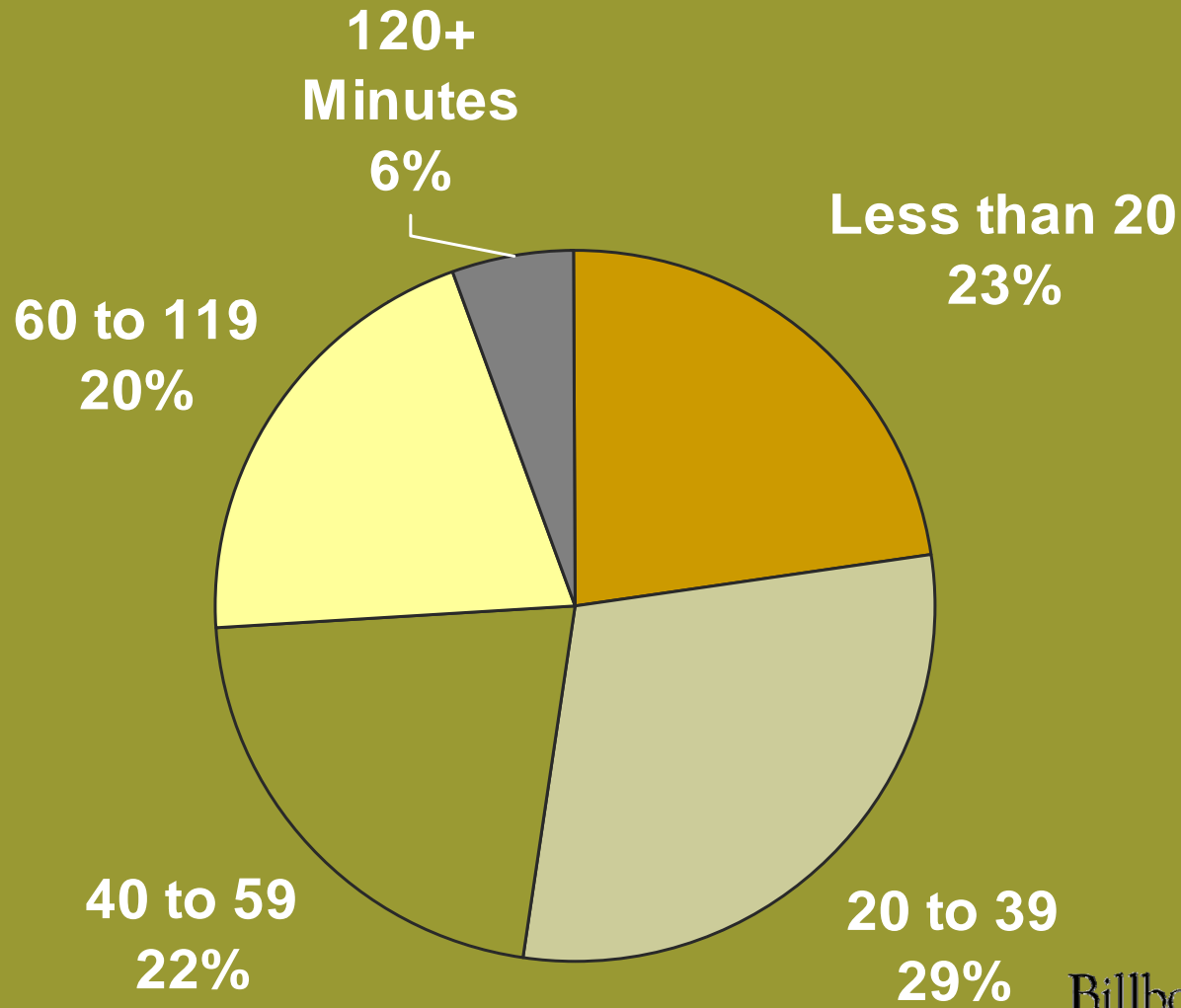


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Source: Scarborough USA Plus, 2002

Commute Times

Minutes traveled by the U.S. Adults 18+ who have an investment

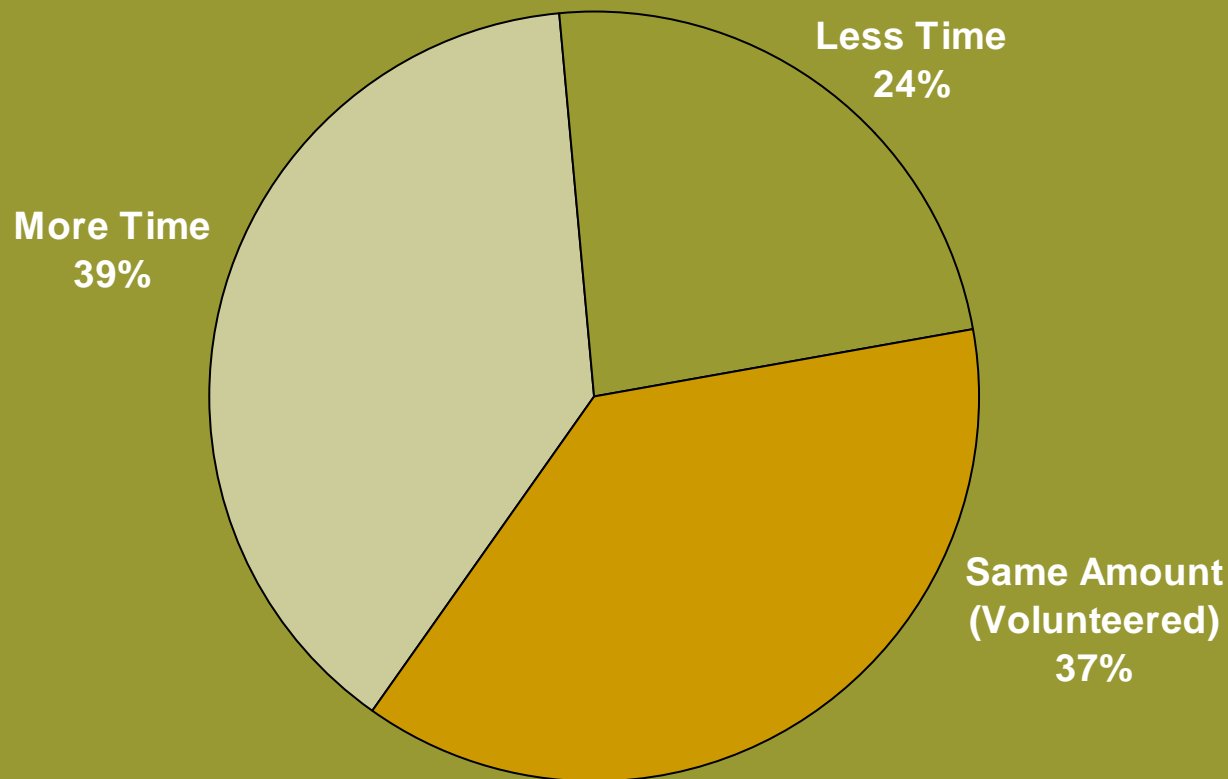


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Source: Scarborough USA Plus, 2002

Americans Are Spending More Time In-Car

“In general, are you spending MORE or LESS time in cars than you were one year ago?”



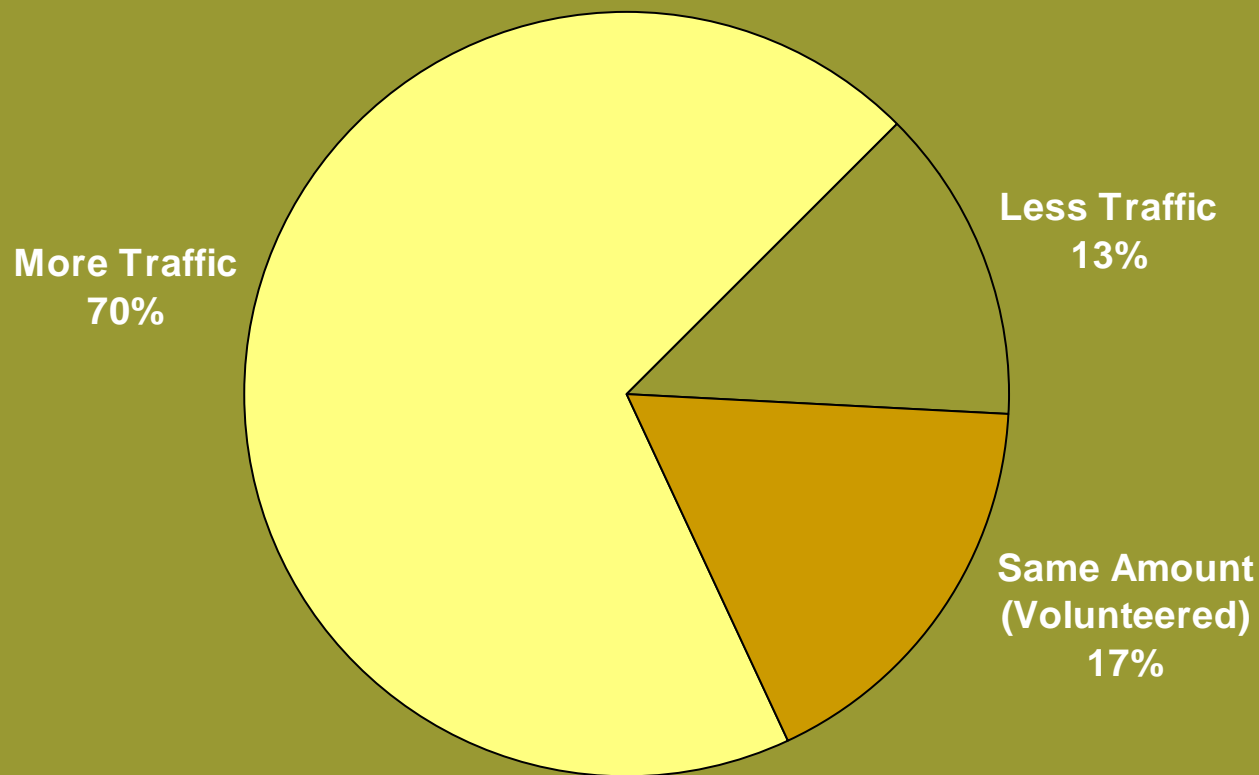
Base: Driven/Ridden In a Car in Last Month

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Source: Arbitron In-Car Study

Traffic Is Getting Worse

“Would you say you personally are encountering MORE TRAFFIC or LESS TRAFFIC than you were one year ago?”



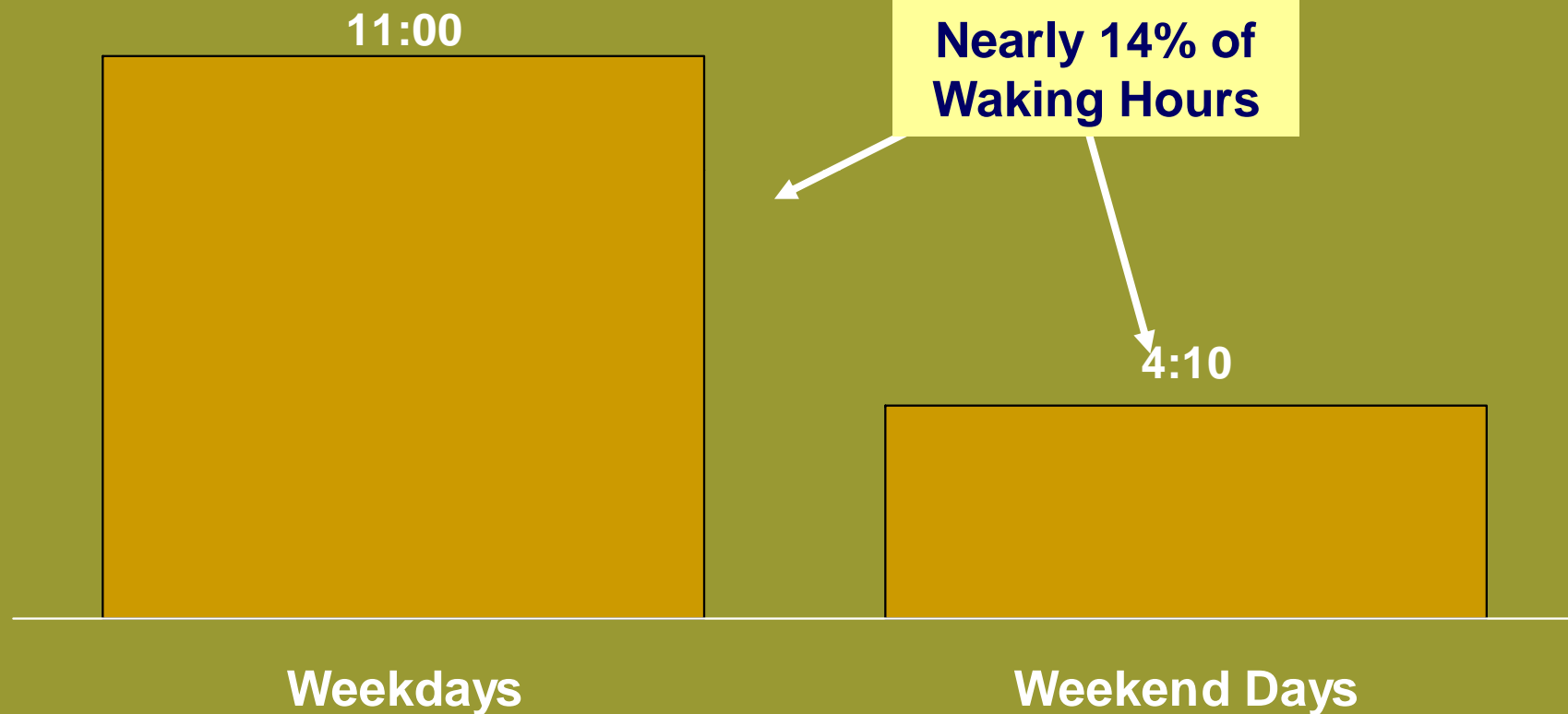
Base: Driven/Ridden In a Car in Last Month

Source: Arbitron In-Car Study

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On Average, People Spend More Than 15 Hours Per Week In-Car

Total Time Spent In-Car (as Driver or Passenger) During...
(Hours:Minutes)



Source: Arbitron In-Car Study

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Your Source for Successful Advertising

Nearly as Much Time Spent In-Car on Weekends as Weekdays

Time Spent In-Car (as Driver or Passenger) Per...
(Hours:Minutes)

2:12



Weekday

2:05



Weekend Day

Source: Arbitron In-Car Study

BillboardConnection
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Who Is the Heavy In-Car Consumer?

“Mega-milers”

Category	Index
\$100K+ HH Income	142
Male	131
Age 35-54	131
Four-Year Degree or Higher	112
TV Time Spent Viewing	92

Base: Drive/Ride in Car More than 260 Miles Per Week

Source: Arbitron In-Car Study

BillboardConnection
Your Source for Successful Advertising

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Going Shopping?

TAKE YOUR CHECK CARD.



It's different here.

UNION BANK OF CALIFORNIA

"Can you get 100% financing on a recent model used car? I did."

www.uboc.com

The billboard features a large, close-up image of a smiling man's face on the left. The background is dark with white text. A red box on the right contains the bank's name. The overall scene is set against a backdrop of a building and greenery.

