



Outdoor Advertising Association of America

ADVERTISER MEMBER BENEFITS

Any company or individual who is involved in the design, planning or media buying of out of home advertising. Includes advertisers, ad agencies, and media buying services.

Tools and Resources Available to OAAA Members:

- Legislative research, talking points, and issue briefs
 - Nationwide tracking system on legislative proposals that impact your business
 - User-friendly issue briefs on hot topics, including talking points
 - Monthly *Legal Reports* from OAAA Counsel Eric Rubin
 - Webinars that explain breaking news and offer insights on the latest trends
- Training, technical and legislative assistance, and expert testimony
- Best practices for safety, operations, lighting, security, recycling, photography, and mobile integration
- Access to information and presentations on the latest OOH marketing trends, research, and industry revenue performance
- Customized marketing research
 - Demographics Analysis (rank, summary, comparison, and map reports)
 - Hoovers (industry and company profiles)
 - Kantar (media spend)
 - SRDS (operator information by OOH format, DMA demographic profiles, state DMA maps)
- OOH Resource Center, OAAA's new mobile app
- OOH Creative Testing Tool
- OOH Video Gallery containing more than 140 video assets
- Weekly members-only communication
 - *Outlook* e-newsletter
 - Sales Tips
- Product category research and case studies in a wide range of categories
- Company listing in the public, user-friendly online OOH Directory
- Assistance with local press outreach and communications planning
- Access to information and updates on product quality and improvement
- Member rates for all OAAA sponsored events