



Outdoor Advertising Association of America

FINANCIAL MEMBER BENEFITS

Any company or individual providing financial services to the out of home advertising industry

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