



Outdoor Advertising Association of America

## GENERAL MEMBER BENEFITS

Any company that owns or operates billboards in the United States

### 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
  - Ad Spend (Kantar) - OAAA can pull DMA-based OOH ad data that will give insights to larger advertisers spend and trends on OOH, and other competing local media. We also offer Hoover's product category reports that examine a broad variety of industries, including trends and opportunities, and even provide suggested sales call questions
  - Demographic Reports - OAAA can run demographic reports that cover customized geographies (US, State, County, DMA, CBSA, Zip) on key demos such as Age, Genera, Race/Ethnicity, HHI, Education, Marital Status, Population Density, and more
- OOH Media Locator - has multi-level search capabilities to locate OAAA media members by CBSA or DMA market and media category of specific format
- OOH Resource Center - OAAA's mobile app built for use in face-to-face client meetings, and a desktop version is also available for use with a laptop during a client call
- OOH Creative Testing Tool - one of the best resources an OOH media company, can utilize, as the right creative greatly increases advertiser response, which in turn enhances the probability of ad renewal.
- 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