We’re living in a world with click farms, computer bots and ad blockers, and clients want to know how to get the most out of their money. OOH is the answer.

oohisreal.org
Creative Executions

Advertising Week 2019
Campaign Assets

Downloadable Files Available at oohisreal.org
Executions suitable for digital media:
Billboards, Bulletins, Posters, Kiosks
Digital Posters

10x25 (840px by 400px)

12’ x 25’
30 seconds

Some of my best friends are web banner ads.

12’ x 25’
300 x 250px

Keywords include massive and unmissable.

CPC. CTR. WTF.

CPC. CTR. WTF.

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CPC. CTR. WTF.

This is a really targeted ad.

Give your social media a boost.

SEO. SEM. SMH.

SEO. SEM. SMH.

SEO. SEM. SMH.

SEO. SEM. SMH.

Ads IRL.


SEM. SEO. CTR. CPC. RTB. DDA. PPC. CPA. VTC. CPL. OMG. TMI.
Digital Bulletins

14' x 48' ≥ 30 seconds
Keywords include massive and unmissable.

10’6” x 36’ ≥ 300 x 250 px
Can’t skip this ad.

Some of my best friends are web banner ads.

This is a really targeted ad.

CPC. CTR. WTF.
SEM. SEO. SMH.
SEM. SEO. CTR. CPC. RSS. ROI. CPM. DDA. OMG. TMI.
Vertical Kiosks

(1080px by 1920px)

- oohisreal.org
- ADS IRL.
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- oohisreal.org
- ADS IRL.
- CTR. CPC. WTF.
- oohisreal.org
- SEO. SEM. SMH.
- oohisreal.org
- SEM. SEO. CTR. CPC. RTB. DDA. PPC. CPA. VTC. CPL. RSS. CPI. OMG. TMI.
Horizontal Kiosks (1920px by 1080px)

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<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tr>
<td><strong>SEM</strong></td>
<td>Search Engine Marketing</td>
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<td><strong>SEO</strong></td>
<td>Search Engine Optimization</td>
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<td><strong>CTR</strong></td>
<td>Click Through Rate</td>
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<td><strong>CPC</strong></td>
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<tr>
<td><strong>RSS</strong></td>
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<td><strong>ROI</strong></td>
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<td><strong>CPA</strong></td>
<td>Cost Per Acquisition</td>
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<td><strong>CPM</strong></td>
<td>Cost Per Mille (thousand)</td>
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<td><strong>CPI</strong></td>
<td>Cost Per Impression</td>
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<td>Digital Display Ad</td>
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<td><strong>CTA</strong></td>
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<td>Cost Per Lead</td>
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<td><strong>RTB</strong></td>
<td>Real Time Bidding</td>
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For questions regarding the campaign and file usage, or to request additional sizes or formats, please contact Nicole Randall at nrandall@oaaa.org or 202.776.1854.