



Outdoor Advertising Association of America

PHOTOGRAPHY BEST PRACTICES

Introduction

Out of home media companies allocate resources to photography for the following reasons:

- To support selection of inventory by remote buyers
- To provide proof to buyers that advertisements have been posted correctly and on time
- To meet various marketing and client relation purposes

There are several important reasons why photographs are provided following the installation of an out of home advertising campaign:

- Proof installation occurred
- Proof correct copy was posted
- Proof copy was posted on correct locations
- Proof substrate material was installed properly (i.e. no wrinkles)
- Proof purchased inventory meets the same criteria represented on sales sheets

It is the practice and commitment of out of home media companies that all photographs will be unaltered (other than nominal cropping) and provide a realistic view of a structure as it is viewed by an intended audience.

As provision of photographs is costly, and potentially raises safety concerns in some instances, it is the best practice of industry stakeholders to negotiate in each contract for the type and volume of photographs required by an advertiser or agency, rather than to provide a standard suite of photographs that may exceed client needs and go unused.

Sales Photographs

Often referred to as photosheets, these photographs are typically 'approach' shots (see below) that capture the structure and its environmental context. They should always be taken horizontally, and be of a high enough quality that the photographs are presenting out of home products in the way best possible. It is the industry best practice that these photographs are never altered to make the structure appear different from how it actual appears, and that a unit surface is unobstructed on the photograph – that is, there is no covering-up of the unit surface or the copy. All sales photographs should be no more than one year old. If there are safety, legal, or other concerns that cause sales photographs to be taken from an unusual angle, these reasons should be disclosed on the photosheet so not raise concerns about the veracity of the photograph.

Defining Proof of Performance and Other Photograph Types

The types of proof of performance photographs that may be contracted for include:

1. *Installation Photograph.* The installation crew or contractor upon completion of posting takes these photographs. They should be taken from the center front of the structure at a distance that provides a good view. These photographs should typically be of average quality, and may be taken using a web-enabled mobile device, and emailed to an out of home media company facility. It may be cropped as needed, and then forwarded to a client within 5-days of the posting. An installation photograph will be provided for every bulletin in a campaign, at the campaign start and during rotation. Installation photographs for other out of home formats

should be negotiated in advance as part of a contract. Some operators may choose to use staff photographers rather than installation crews or contractors to provide these photographs.



2. *Close-up Photograph.* Close-up photographs are similar to installation photographs but are of higher quality. They are typically taken by a staff photographer using a higher quality camera. One close-up photograph is provided for each creative design variation and for each out of home format used as part of a campaign. Additional close-up photographs should be negotiated in advance as part of a contract.

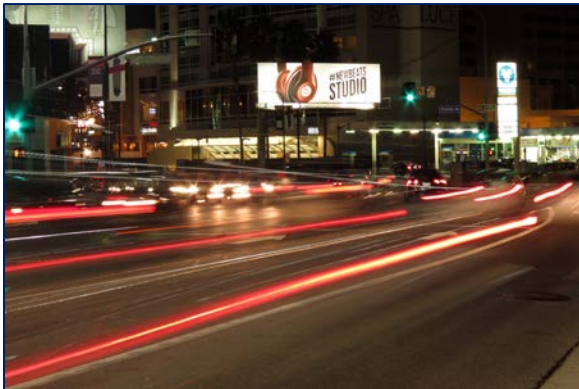


3. *Approach Photograph.* Approach photographs are taken by a staff photographer using a higher quality camera. These photographs provide a broad perspective of an

out of home unit and the relative environment. Approach photographs are not typically provided unless they are negotiated in advance as part of a contract. Approach photographs are also used for out of home media company sales sheets, also called photosheets. Sales sheet photographs are typically updated annually.



4. *Archival Photograph*. Sometimes referred to as a “glamour or beauty shot,” this is truly a professional photograph that is usually an approach photograph that also includes contextual details that enhance the overall imagery including: the passing audience, terrain, time-of-day lighting, and other special environmental features. Archival photographs are always negotiated in advance as part of a contract.



Digital billboard campaigns are an exception to best practices of industry photography. Photographs are not provided for digital billboards. Instead, out of home media companies provide detailed affidavits or live webcam location monitoring with online access available to clients.

Timing for delivery of all photograph types, other than installation photographs, should be the subject of contractual negotiations between buyers and sellers.

Photographs should be either emailed to the appropriate client contact within an agreed upon deadline, or a link to photographs, along with login and password details as required, should be provided.