



Outdoor Advertising Association of America

ADVERTISING BEST PRACTICES

Out of home industry best practices represent a common threshold of service that customers can expect from out of home media companies. They are voluntary practices but are strongly recommended as a minimum level of service. Individual out of home media companies may choose to exceed the benchmarks set forth in these best practices to provide an enhanced customer experience.

Moniker

The term “out of home,” also written as OOH, describes the industry. However, many legislative statutes and regulatory documents describe the industry using the legacy term “outdoor advertising” so the historical moniker should be used in these circumstances.

Out of Home Categories

There are four distinct categories within the out of home industry. Billboard, street furniture, and transit advertising are generally located within public spaces. Place-based OOH advertising is location-specific and is often located within private venues. All four categories include digital formats.

- *Billboards:* Large format roadside advertising displays intended for viewing from extended distances, generally more than 50 feet. The billboard category includes, but is not limited to: bulletins and spectacular bulletins, posters and junior posters, wall murals and digital billboards.
- *Street Furniture:* Advertising displays, many that provide public amenities, positioned in close proximity to pedestrians for eye-level viewing or at curbside to influence vehicular traffic. Street Furniture includes, but is not limited to: bus shelters, kiosks and phone kiosks, newsstands and newsracks, and digital street furniture.
- *Transit:* Advertising displays affixed to moving vehicles or positioned in the common areas of transit stations and terminals. Transit includes, but is not limited to: airports, buses, mobile billboards, rail and subway, taxi, truckside, and digital transit.
- *Place-Based OOH:* Targeted advertising displays located within distinct venues. Place-based OOH includes, but is not limited to: aerial, ambient, arena and stadium, cinema, projection, shopping malls, and digital place-based screen networks

OUT OF HOME ADVERTISING			
BILLBOARD	STREET FURNITURE	TRANSIT	PLACE-BASED
Bulletin Digital Billboard Junior Poster Poster Spectacular Wall Mural	Bus Shelter Digital Street Furniture Kiosk & Phone Kiosk Newsrack & Newsstand	Airport Bus Digital Transit Mobile Billboard Rail & Subway Taxi Truckside	Aerial Ambient Arena & Stadium Cinema Digital Place-Based Place-Based Projection Shopping Mall

Describing Digital Out of Home Formats

The term “digital” is used to modify an out of home format (e.g., digital billboard, digital bus shelter, digital place-based screen). The term printed is used to describe non-digital formats (e.g., printed bulletin, printed poster, printed bus shelter).

- *Digital Out of Home (DOOH)*: OOH screens that can change advertising content using addressable technology.
- *Printed Out of Home*: OOH displays that are created using large scale printing. (Sometimes OOH displays are hand-painted.)

Inventory Hold

Inventory hold periods are negotiated between buyers and sellers.

Net Billing

Net billing is the contracted amount that reflects the total price charged by an out of home media company to an advertiser or its agent for services. Agency commissions are not paid by out of home media companies.

Weekly Cycles

Out of home campaigns are bought and sold based on weekly cycles. Campaign planning is based on the accumulation of multiple weeks. Audience metrics are based on weekly and total campaign accumulations.

Start Dates

Out of home campaigns are installed quickly and professionally within a maximum five working day installation period. However, unforeseen market conditions, including restricted access and inclement weather, can cause occasional installation delays.

Audience Metrics

When available, Geopath OOH Ratings are the metrics used to measure audience exposure to out of home advertising campaigns.

Sales Documents

Basic sales documents use audience metrics to express the value of an out of home campaign. Specific standards include:

Data

- DMA and CBSA media market definitions are used for reporting an audience universe. In rare instances, custom markets are based on counties. All documents should specify market definitions.
- CBSA is the preferred media market definition in major markets.
- Market average GRP/TRP delivery levels are provided as 100, 150, 200, 250, and 300.
- Total campaign panels are based on delivery against multiple week GRP (Gross Rating Points) or TRP (Targeted Rating Points) campaign levels.
- GRP and TRP delivery are calculated using in-market impressions.
- CPP (Cost per Point) values are calculated using GRP and TRP levels.
- CPM (Cost per Thousand Impressions) values are calculated using total impressions.
- Reach and frequency is based on GRP and TRP levels.
- Customized demographics are based on specific market coverage and distribution.

Documents

- Rate cards are based on 4-week delivery.
- Location documents express 4-week total impressions and 4-week GRP and TRP levels.
- RFPs, proposals, contracts, and invoices are based on net billing and express total 4-week GRP and TRP levels and total GRP and TRP campaign levels.
- Contract rates are based on total GRP and TRP campaign levels. Production charges and taxes are listed as separate expenses.
- Contracts, completion reports, and invoices indicate the actual total number of units delivered for a campaign.
- Completion reports or proof of performance affidavits include GRP and TRP levels for each unit and list the start and end date of a campaign.
- When available, documents include the unique Geopath panel identification number to describe specific units.

Sample Rate Card

Market: Atlanta Posters							
CBSA A18+ Population: 5,138,223							
A18+ Weekly GRP Package	Total Units	A18+ 4-Week Total Market Impressions	4-Week Total Rate	CPP	CPM	4-Week Percent Reach	4-Week Average Frequency
300	240	60,500,000	\$ 120,000	\$ 100.00	\$ 1.50	72.4	15.4
250	200	50,500,000	\$ 110,000	\$ 110.00	\$ 1.57	69.7	13.5
200	160	40,500,000	\$ 96,000	\$ 120.00	\$ 1.60	65.2	11.3
150	120	30,500,000	\$ 78,000	\$ 130.00	\$ 1.56	59.7	10.1
100	80	20,500,000	\$ 56,000	\$ 140.00	\$ 1.40	46.9	7.9

Total impressions are based on all people who pass and see an advertisement. Ratings are based on impressions derived from the people who live in the market.

The figures represented are for illustrative purposes only.

Photography

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

The types of photographs provided by the out of home industry are:

1. **Sales Photograph.** These are quality approach photographs taken by a staff photographer or contractor. These photographs provide a broad perspective of an out of home unit, an accurate reflection of the unit, and its surrounding environment. Approach photographs are provided a part of an out of home media company's sales collateral, also called photosheets. Sales photographs are typically updated annually sometimes.
2. **Installation Photograph.** An installation crew or contractor upon completion of posting provides these photographs. They are taken from the center front of a structure at a distance that provides a good view. These photographs are of average quality, and may be taken using a mobile device, and emailed to an out of home media company. It may be cropped as needed, and then forwarded to a client within 5-days of 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 will be provided but the representative sample size of photographs provided should be negotiated in advance as part of a contract.
3. **Close-up Photograph.** Close-up photographs are similar to installation photographs but are of higher quality. They are typically taken by a staff photographer or contractor. One close-up photograph is provided for each creative design variation

and for each out of home format that is part of a campaign. Additional close-up photographs should be negotiated in advance as part of a contract.

4. Archival Photograph. Sometimes referred to as a “glamour shots” or “beauty shot,” this is a professional photograph that includes contextual details enhancing 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.
5. Webcam Monitoring. Photographs are not provided for digital billboards and other digital out of home formats. Instead, out of home media companies provide detailed affidavits or live webcam monitoring with online access available to clients.