



Member Market Toolkit

ADS

IRL.

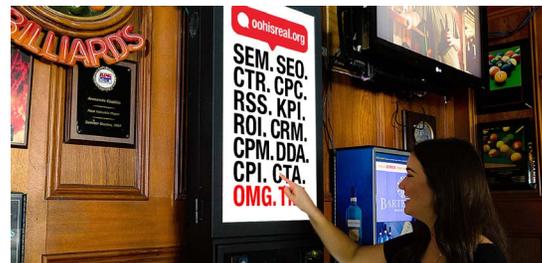
We're living in a world with click farms, computer bots and ad blockers, and clients want to know how to get the most out of their money. OOH is the answer.

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
oohisreal.org

oohisreal.org
Some of my best friends are **web banner ads.**

oohisreal.org
This is a **really targeted ad.**

oohisreal.org
CPC. CTR. WTF.

12' x 25' > 300x250px
oohisreal.org

oohisreal.org
Keywords include **massive and unmissable.**

oohisreal.org
Give your social media **a boost.**

oohisreal.org
SEO. SEM. SMH.

oohisreal.org
ADS IRL.

oohisreal.org
Cookies? More like **eye candy.**

oohisreal.org
SEM. SEO. CTR. CPC. RTB. DDA. PPC. CPA. VTC. CPL. **OMG. TMI.**

Digital Bulletins

14x48, 10x30, 10'6x36 (1400px by 400px)

14' x 48'



:30 seconds

oohisreal.org

oohisreal.org

Keywords include
massive and unmissable.

oohisreal.org

CPC. CTR. WTF.

10'6" x 36'



300 x 250 px

oohisreal.org

oohisreal.org

Can't skip **this ad.**

oohisreal.org

SEM. SEO. SMH.

oohisreal.org

Some of my best friends
are **web banner ads.**

oohisreal.org

This is a **really targeted ad.**

oohisreal.org

**SEM. SEO. CTR. CPC. RSS.
ROI. CPM. DDA. OMG. TMI.**

Vertical Kiosks

(1080px by 1920px)



Horizontal Kiosks

(1920px by 1080px)

oohisreal.org

ADS IRL.

oohisreal.org

CPC. CTR. WTF.

oohisreal.org

This is a really targeted ad.

oohisreal.org

Some of my best friends are web banner ads.

oohisreal.org

SEM. SEO. SMH.

oohisreal.org

Give your social media a boost.

oohisreal.org

Can't skip this ad.

oohisreal.org

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

Digital Acronyms

SEM - Search Engine Marketing

SEO - Search Engine Optimization

CTR - Click Through Rate

CPC - Cost Per Click

RSS - Rich Site Summary

KPI - Key Performance Indicator

ROS - Run Of Site

ROI - Return On Investment

CPA - Cost Per Acquisition

CPM - Cost Per Mille (thousand)

CPI - Cost Per Impression

DDA - Digital Display Ad

CTA - Call To Action

DMA - Designated Marketing Area

VTC - View Through Click

PPC - Pay Per Click

CPL - Cost Per Lead

RTB - Real Time Bidding



Questions?

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.