



Real. Powerful. Advertising.

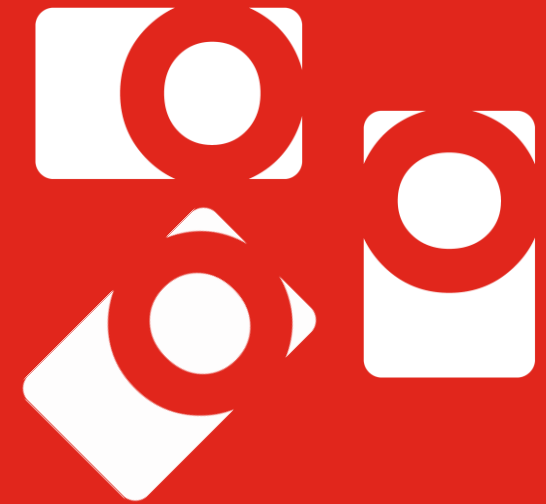
Political Advertising Primer

What We'll Cover Today:



- How Political is Different from General Market Advertising
- Political Ad Spend Opportunities:
 - PACs/Issue and Advocacy
 - Campaigns
- OOH Proof Points For Political Advertising
- OOH Political Case Studies
- Appendix:
 - Sample Kantar Media Political Ad Spend Report
 - Political Resources
 - List of Political Agencies and Organizations
 - Additional OOH Political Ad Examples

POLITICAL ADVERTISING IS DIFFERENT



How is Political Advertising Different?

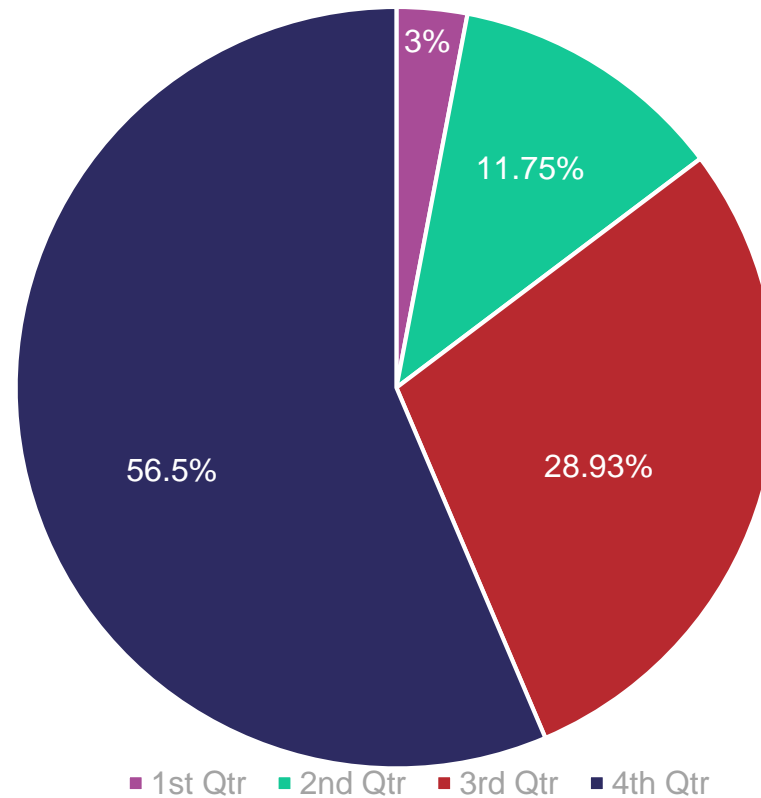


	POLITICAL ADVERTISING
CAMPAIGN TIMING	Highly seasonal, ads up immediately, instantaneous changes
OVERALL BUDGET	Typically not shared, historically heavy TV, digital now competing
PLANNING	Can be up to two years in advance
AVAILS	Typically not
DECISION MAKERS	Many
CONTENT	Can be highly controversial
CLIENT SERVICE	Need to maintain ongoing relationship, not an every two or four year game

Political Ad Spend – 85% Occurs in Q3 and Q4



2014 % of Political Ad Sales by Quarter

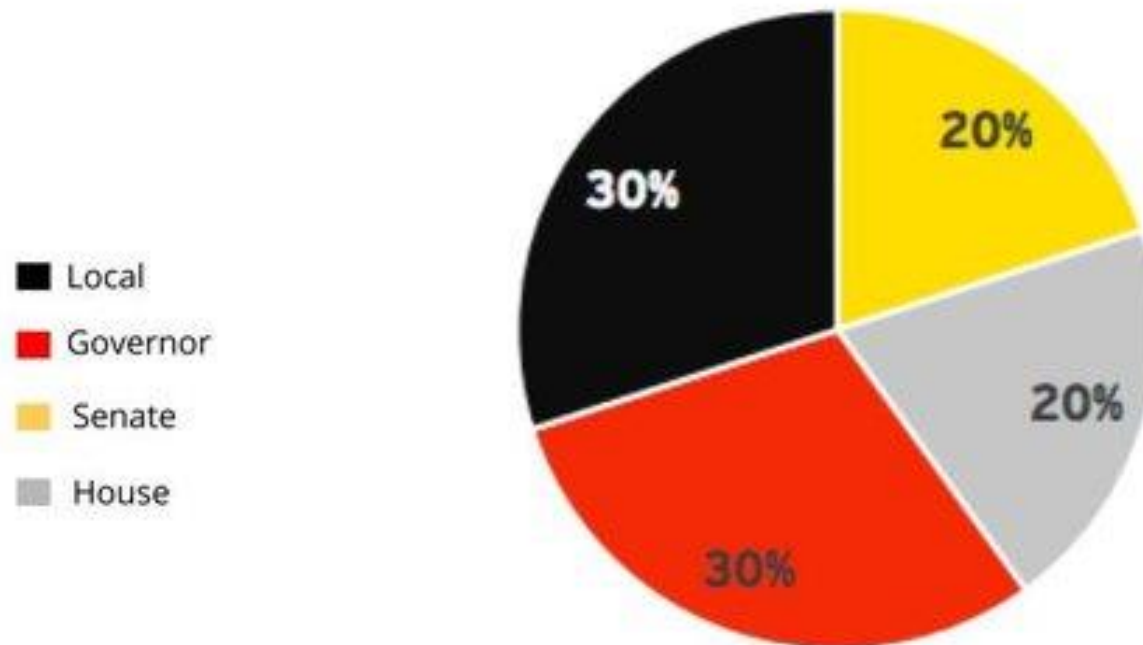


Source: Kantar Media

Political Ad Spend – Local in Non-Presidential Years

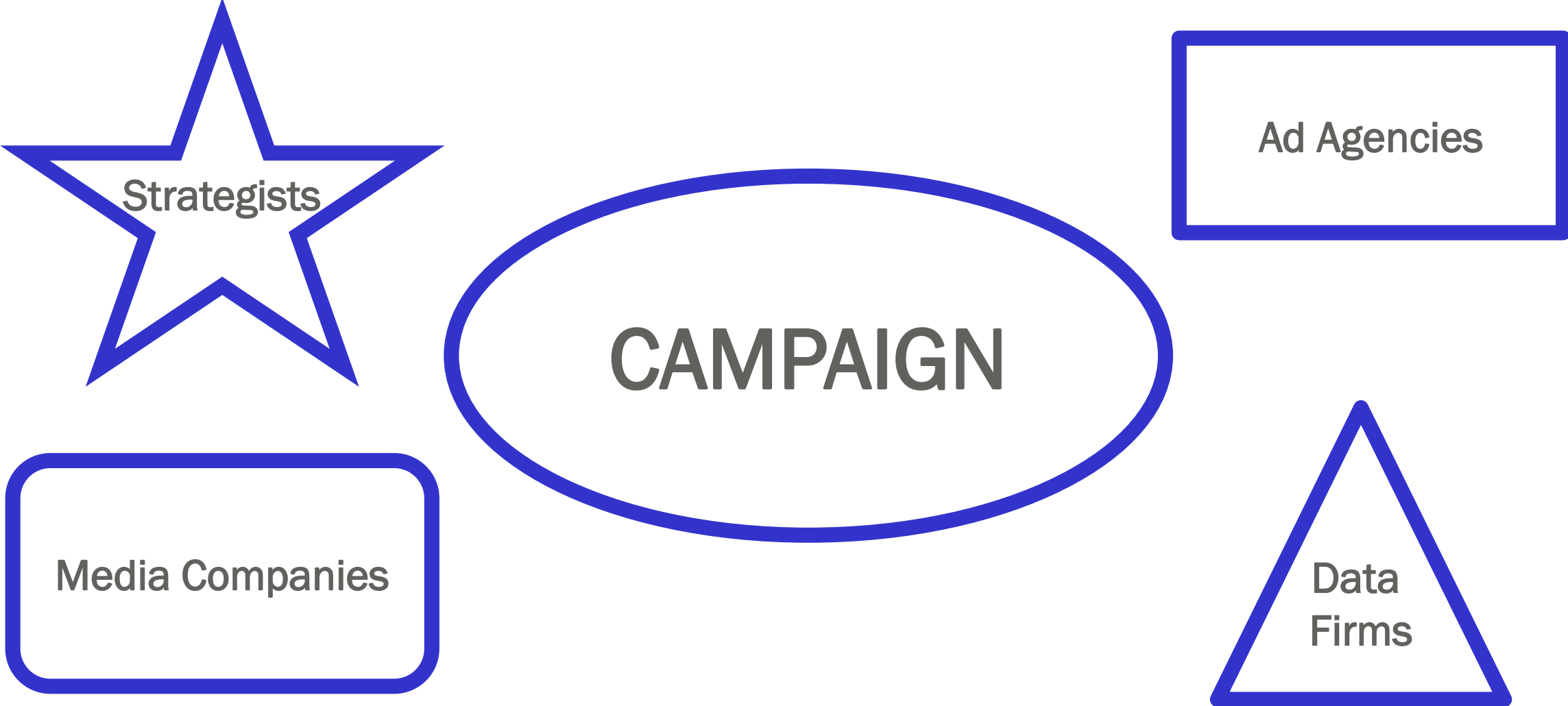


Political Ad Spending (Non-Presidential Years)



Source: MAGNA

Political Ad Landscape – A Multitude of Players



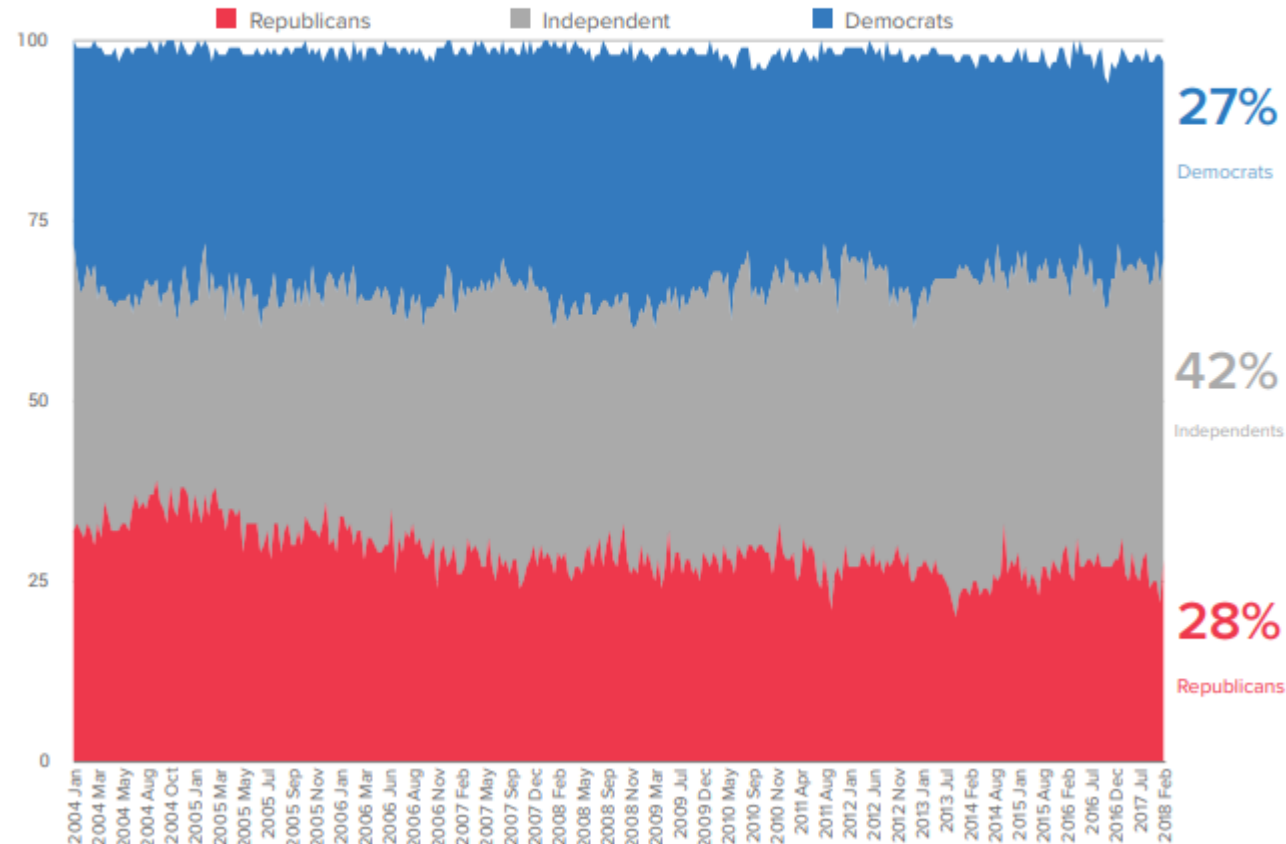
Independent Voter Bloc – Historic Highs



Party Identification

Gallup Polling: Party Affiliation

"In politics, as of today, do you consider yourself a Republican, a Democrat or an independent?"

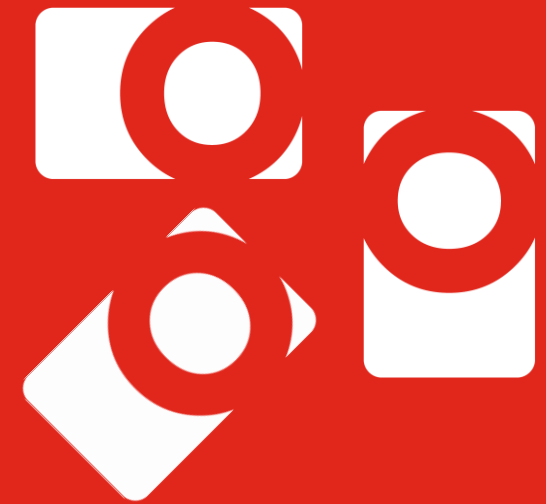


What's Important to Political Ad Decision Makers?



- **TARGETING** – seeking precise audience delivery, fact-based approach required
 - Specific demographics (e.g. working mothers with no college education)
 - Specific geography (e.g. voting districts)
- **SPEED** – need to implement and change quickly (digital has an advantage)
- **CREATIVE** – relevance to the target audience (e.g. healthcare messages surrounding area hospitals)
- **INFRASTRUCTURE** – ability to execute quickly and seamlessly, very small margin for error.

POLITICAL AD SPEND OPPORTUNITIES

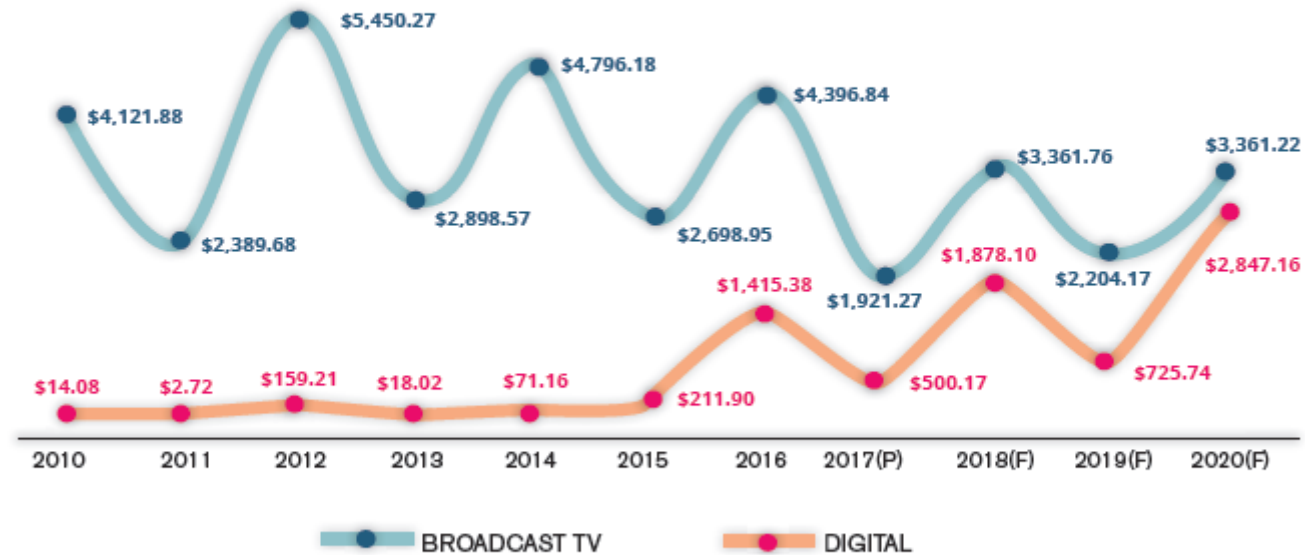


Digital – Similar Explosion in Political Ad Spend



FORECAST DIGITAL VS. BROADCAST TV POLITICAL AD SPENDING, 2010-2020

\$ IN MILLIONS



Source: FEC, The Cook Political Report, The Rothenberg Political Report, Larry Sabato's Crystal Ball, Center for Responsive Politics, Ballotpedia, Borrell Associates 2017

Kantar Media 2018 Forecast – TV and Digital



Media	2018 Estimate	2014 Finish	% Increase
Local Broadcast TV	\$2,400,000,000	\$2,100,000,000	14%
Local Cable TV	\$850,000,000	\$600,000,000	42%
Digital	\$600,000,000	\$250,000,000	140%
TOTAL	\$3,850,000,000	\$2,950,000,000	31%

- In overall spending, broadcast TV remains the king: 14% gain in dollars
- Cable share goes up sizably based on more localized nature of races in the midterms
- Digital growth continues unabated despite transparency issues

Television Spend by Political Category



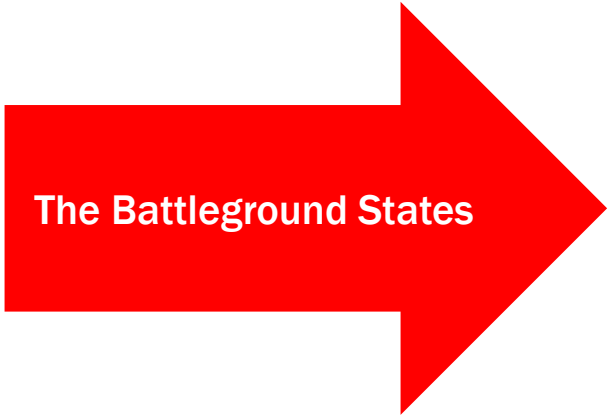
Political Television Spending - Broadcast and Cable



Category	2008	2010	2012	2014	2016
PACs, Issue, Advocacy	\$133,717	\$523,913	\$924,203	\$677,808	\$1,275,831
Governor	\$61,131	\$600,841	\$81,950	\$399,917	\$116,538
Party	\$232,412	\$231,935	\$278,034	\$324,162	\$187,055
President	\$441,978	\$0	\$543,562	\$0	\$450,984
Propositions & Ballots	\$291,241	\$107,164	\$503,022	\$245,530	\$438,769
State and Local	\$148,425	\$270,417	\$175,072	\$313,046	\$216,672
U.S. House	\$195,198	\$262,591	\$288,393	\$225,551	\$266,973
U.S. Senate	\$150,878	\$342,270	\$411,078	\$288,902	\$331,974
GRAND TOTAL	\$1,654,982	\$2,339,145	\$3,205,316	\$2,474,915	\$3,284,798

Note: figures in thousands - \$133,717 in chart translates to \$133,717,000

Political TV Spending – Key States



STATE	2012	2014	2016	3 YEAR TOTAL
FL	\$338,074	\$188,769	\$342,226	\$869,069
CA	\$349,224	\$222,025	\$250,003	\$821,251
PA	\$142,474	\$97,415	\$252,083	\$491,971
OH	\$266,540	\$57,334	\$163,839	\$487,713
IL	\$114,148	\$169,692	\$172,122	\$455,962
NC	\$100,794	\$106,838	\$179,661	\$387,292
MA	\$101,940	\$77,659	\$204,249	\$383,848
VA	\$257,555	\$66,514	\$40,798	\$364,866
MI	\$178,193	\$136,062	\$49,633	\$363,888
NY	\$108,478	\$140,067	\$110,304	\$358,848
NV	\$117,693	\$31,589	\$167,571	\$316,852
CO	\$105,959	\$116,545	\$93,667	\$316,171
MO	\$82,831	\$42,780	\$151,010	\$276,621
TX	\$91,165	\$124,817	\$46,116	\$262,098
WI	\$113,325	\$44,114	\$91,533	\$248,972
AZ	\$72,513	\$69,115	\$83,317	\$224,946
IA	\$52,866	\$55,488	\$72,153	\$180,507
IN	\$69,774	\$10,057	\$100,616	\$180,446
GA	\$23,075	\$101,367	\$33,051	\$157,492
MN	\$57,908	\$47,463	\$47,057	\$152,429

The Political Cycles



Local	“off-year” congressional	Local & Gov.	Pres.
Year 1	Year 2	Year 3	Year 4
2001	2002	2003	2004
2005	2006	2007	2008
2009	2010	2011	2012
2013	2014	2015	2016
2017	2018	2019	2020

2018 Projected Political Ad Spend - \$8.5 Billion



- Almost two-thirds of the spend will occur with special interest groups such as Political Action Committees

Federal	\$212.63	2.5%
State	\$1,566.96	18.4%
Local	\$1,323.15	15.6%
Special Interests*	\$5,400.00	63.5%



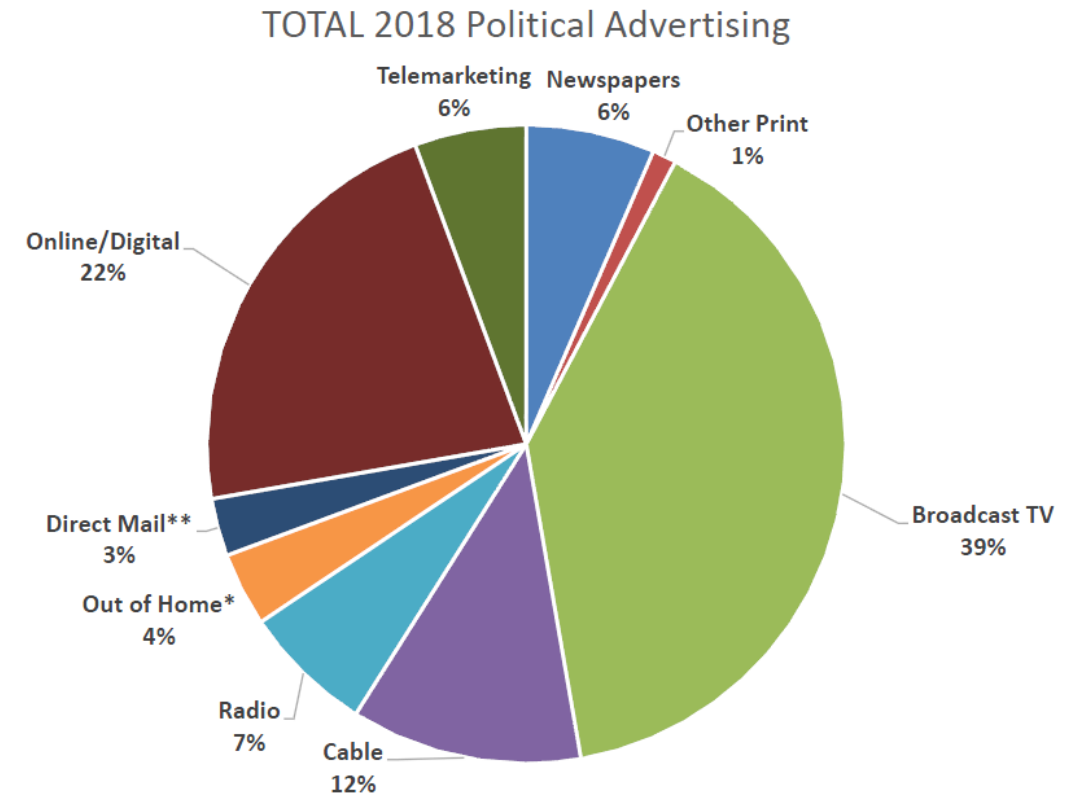
Figures in millions. Special interests includes Political Action Committees (PACs), organizations, issue and advocacy spend.

Source: Borrell Associates

Projected Ad Spend Share of the \$8.5 Billion



- 4% share for OOH equals \$340M
- Kantar Media reported highest political spend for OOH was 1%
- Borrell's OOH projection would be a 4X increase



Source: Borrell Associates

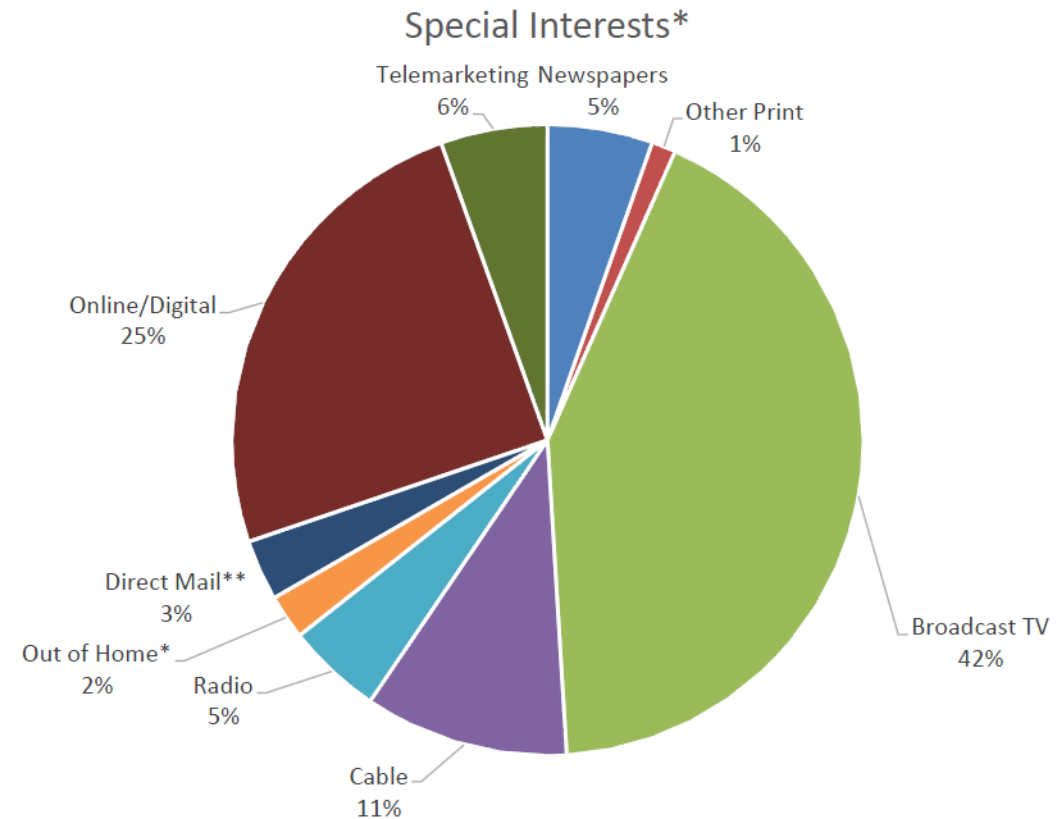
Projected Special Interest/PAC Ad Spend Share of \$5.4 Billion



Political Action Committee (PAC)

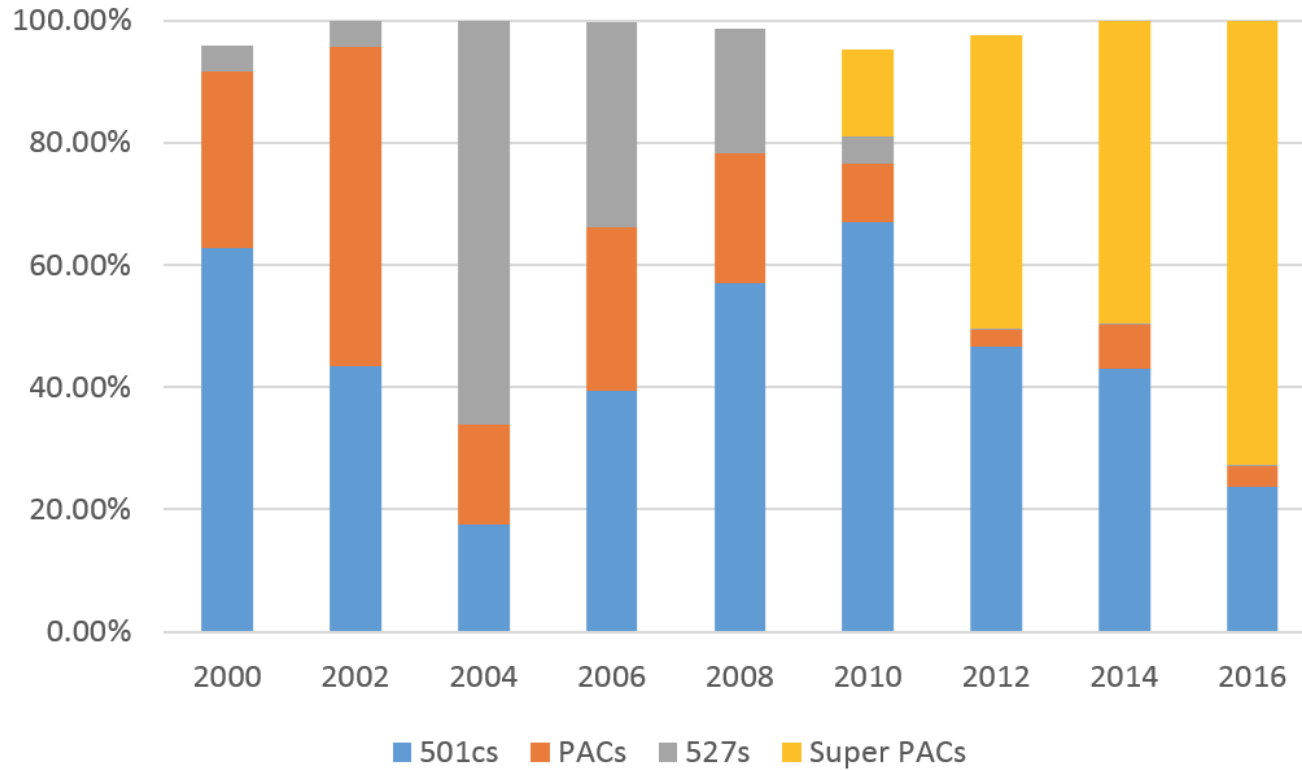
An organization that pools campaign contributions from members and donates the funds to campaign for or against candidates, ballot initiatives or legislation.

- 2% share for OOH equals \$108M



Source: Borrell Associates

Explosion In Super PACs Spending Will Continue




Source: Wesleyan Media Project

Top Prospect States for Special Interest/PAC Spending

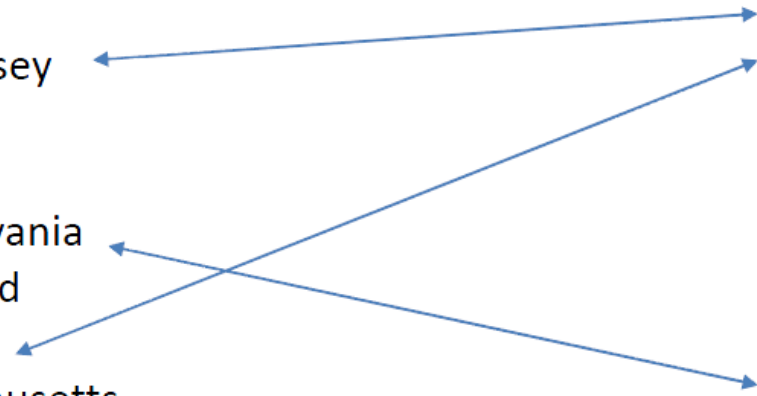


Top 10 States
Special Interests* Ad Spending

- 
1. California
 2. New York
 3. Texas
 4. New Jersey
 5. Florida
 6. Illinois
 7. Pennsylvania
 8. Maryland
 9. Virginia
 10. Massachusetts

Top 10 States
Highest % of Special Interests Ad Spending

- 
1. Louisiana
 2. Missouri
 3. New Jersey
 4. Virginia
 5. South Carolina
 6. Kansas
 7. Minnesota
 8. New Hampshire
 9. Washington
 10. Pennsylvania

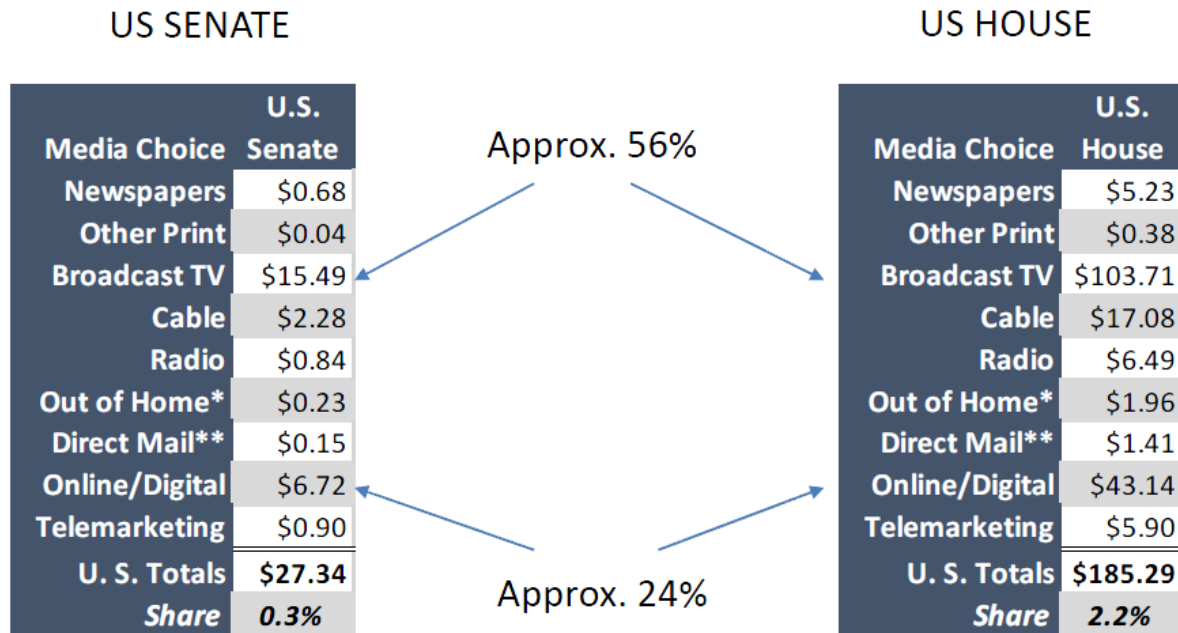


Source: Borrell Associates

2018 Federal Ad Spend Projections – Similarities and Differences



- Borrell estimates 8X more OOH opportunity in US House vs. Senate races reflecting local nature of OOH
- Broadcast TV and digital projected to take equal shares for both House and Senate races



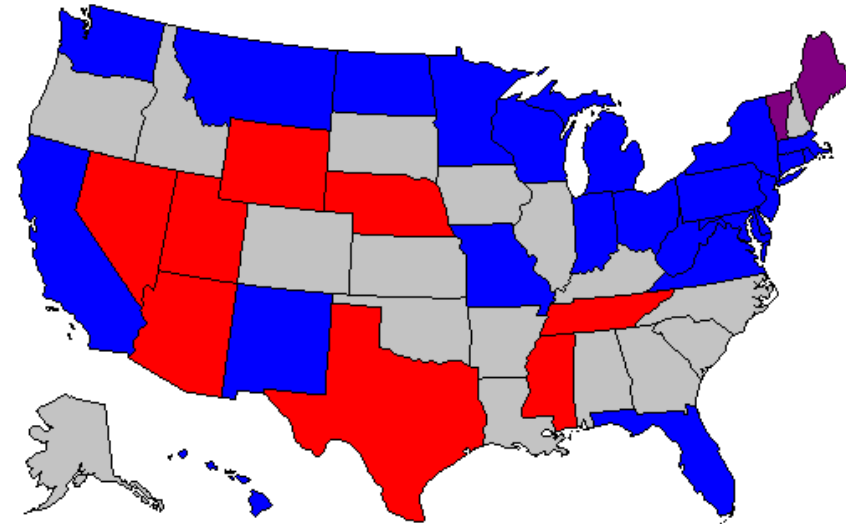
$$\$27.34 / 33 = \$828k$$

$$\$185.29 / 435 = \$426k$$

Source: Borrell Associates

Current Balance

- 52 Republican
- 46 Democrat
- 2 Independent



- 33 Senate seats up: 23 (D), 2 (I), 8 (R); 10 Democrats running in states Trump won
- Democrats must win 25 seats to flip the House and California will be critical
- Historically, the President's party averages a loss of 23 seats in the first term midterm, so House control could flip but will require a lot of effort and advertising

U.S. Senate Races States to Watch



1. Arizona: Flake will not run for re-election. Rated Leans R
 2. Missouri: Can McCaskill hang on? Rated as Toss Up
 3. West Virginia: Joe Manchin is a popular ex-Governor and a survivor. Rated Toss Up
 4. Nevada: Dean Heller for re-election in a state where Clinton won in 2016. Toss Up, too
 5. Florida: Bill Nelson up for re-election. Governor Scott likely competitive challenger.
 6. Ohio: Sherrod Brown an endangered species in Ohio; only Democrat holding statewide office
 7. North Dakota: Heidi Heitkamp up for re-election in a state Trump won 64% of vote
 8. Indiana: Joe Donnelly up in a state Trump won 57% of vote
- Longer Shots: Montana and Wisconsin

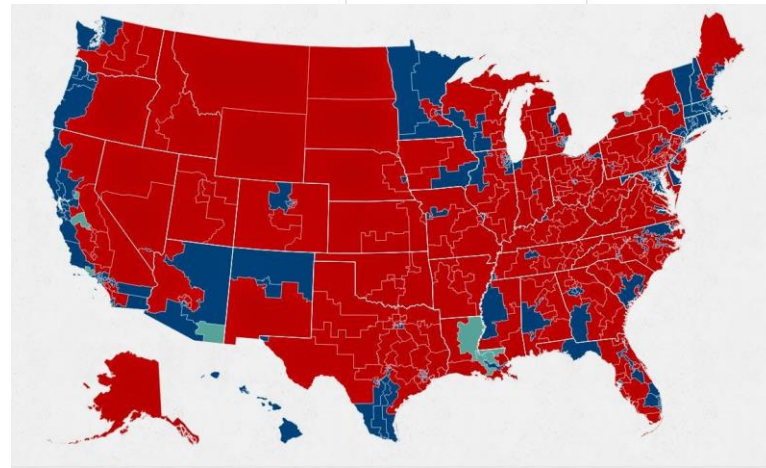
Source: Cook Political Report

Sizing Up the Midterms – House of Representatives

Current Balance

- 238 Republican
- 193 Democrat
- 4 Vacancies
- ALL SEATS UP in 2018

LIKELY DEMOCRATIC 9 Dem • 1 Rep	LEAN DEMOCRATIC 4 Dem • 6 Rep	DEMOCRATIC TOSS UP 3 Dem • 0 Rep	REPUBLICAN TOSS UP 0 Dem • 22 Rep	LEAN REPUBLICAN 0 Dem • 19 Rep	LIKELY REPUBLICAN 1 Dem • 25 Rep
AZ - 9 Open CA - 7 Bera FL - 7 Murphy IA - 2 Loeb sack MN - 7 Peterson NH - 2 Kuster NY - 18 Maloney PA - 7 Open PA - 17 Cartwright WI - 3 Kind	AZ - 1 O'Halleran AZ - 2 Open CA - 39 Open CA - 49 Open FL - 27 Open NH - 1 Open NJ - 2 Open NJ - 5 Gottheimer NV - 4 Open PA - 15 Open	MN - 1 Open MN - 8 Open NV - 3 Open	CA - 10 Denham CA - 25 Knight CA - 48 Rohrabacher CO - 6 Coffman FL - 26 Curbelo IA - 1 Blum IL - 6 Roskam IL - 12 Bost MI - 11 Open MN - 2 Lewis MN - 3 Paulsen NE - 2 Bacon NJ - 7 Lance NJ - 11 Open NY - 19 Faso NY - 22 Tenney PA - 6 Costello PA - 8 Fitzpatrick PA - 12 Rothfus TX - 7 Culberson VA - 10 Comstock WA - 8 Open	CA - 45 Walters FL - 18 Mast GA - 6 Handel IA - 3 Young KS - 2 Open KS - 3 Yoder KY - 6 Barr ME - 2 Poliquin MI - 8 Bishop NC - 13 Budd NM - 2 Open NY - 11 Donovan OH - 1 Chabot OH - 12 Vacant TX - 23 Hurd TX - 32 Sessions UT - 4 Love VA - 2 Taylor VA - 7 Brat	AR - 2 Hill CA - 4 McClintock CA - 21 Valadao CA - 50 Hunter FL - 16 Buchanan GA - 7 Woodall IL - 13 Davis IL - 14 Hultgren IN - 2 Walorski MI - 6 Upton MI - 7 Walberg MO - 2 Wagner MT - 0 Gianforte NC - 2 Holding NC - 9 Pittenger NJ - 3 MacArthur NY - 1 Zeldin NY - 24 Katko OH - 15 Stivers PA - 3 Kelly PA - 4 Perry PA - 18 Open TX - 21 Open VA - 5 Garrett WA - 5 McMorris Rodgers WI - 6 Grothman



Congressional Opportunity Targets



Democratic House members who won their districts with less than 55% of the vote in 2016.

Democrats (19)

55% to 52% (8)	51.9% to 50% (7)	49.9% or Less (4)
CA-44 Nanette Barragan (52.5%)	MN-08 Rick Nolan (50.2%)	NH-01 Carol Shea-Porter (45.8%)
MN-07 Collin Peterson (52.5%)	MN-01 Tim Walz (50.3%)	NV-03 Jacky Rosen (47.2%)
IL-10 Bradley Schneider (52.6%)	AZ-01 Tom O'Halleran (50.7%)	NV:04 Ruben Kihuen (48.5%)
NY-03 Tom Suozzi (52.8%)	NJ-05 Josh Gottheimer (51.1%)	NH-02 Annie Kuster (49.8%)
CA-24 Salud Carbajal (53.4%)	CA-07 Ami Bera (51.2%)	
OR-05 Kurt Schrader (53.5%)	FL-07 Stephanie Murphy (51.5%)	
IA-02 Dave Loebsack (53.7%)	FL-13 Charlie Crist (51.9%)	
PA-17 Matt Cartwright (53.7%)		

Congressional Opportunity Targets



Republican House members who won their districts with less than 55% of the vote in 2016.

Republicans (29)		
55% to 52% (19)	51.9% to 50% (5)	49.9% or Less (5)
KS-04 Ron Estes (52.5%)	CA-49 Darrell Issa (50.3%)	NY-22 Claudia Tenney (46.5%)
VA-10 Barbara Comstock (52.7%)	AK-AK Don Young (50.3%)	MN-02 Jason Lewis (47%)
MI-11 Dave Trott (52.9%)	CA-06 Mike Coffman (50.9%)	TX-23 Will Hurd (48.3%)
FL-27 Carlos Curbelo (55%)	KS-03 Kevin Yoder (51.3%)	AL-02 Martha Roby (48.8%)
CA-25 Steve Knight (53.1%)	CA-10 Jeff Denham (51.7%)	NE-02 Don Bacon (48.9%)
IA-03 David Young (53.4%)		
FL-18 Brian Mast (53.6%)		
IA-01 Rod Blum (53.7%)		
UT-04 Mia Love (53.8%)		
PA-16 Lloyd Smucker (53.8%)		
IN-09 Trey Hollingsworth (54.1%)		
NJ-07 Leonard Lance (54.1%)		
IL-12 Mike Bost (54.3%)		
NY-19 John Faso (54.3%)		
PA-08 Brian Fitzpatrick (54.4%)		
CO-05 Rep. Scott Tipton (54.6%)		
ME-02 Bruce Poliquin (54.8%)		
MI-01 Jack Bergman (54.9%)		
FL-27 Ileana Ros-Lehtinen (54.9%)		

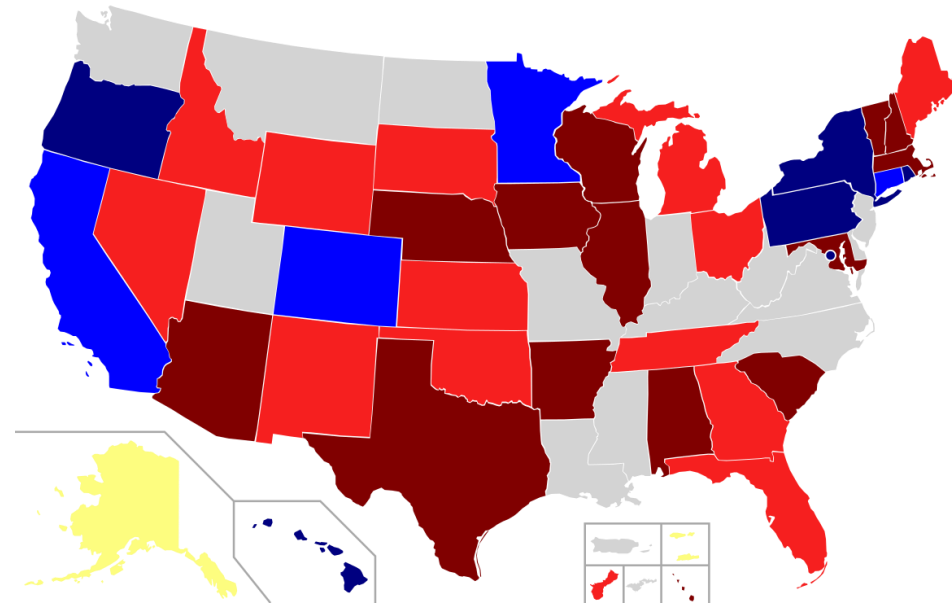
Current Balance

- 34 Republican
- 15 Democrat
- 1 Independent

36 Governorships at Stake

Open Seats:

- | | | |
|------|------|------|
| • AL | • KS | • OK |
| • CA | • ME | • SC |
| • CO | • MI | • SD |
| • CT | • MN | • TN |
| • FL | • NV | • WY |
| • GA | • NM | |
| • ID | • OH | |



- Many open seats in big states could prove to be the biggest catalyst to spending in 2018
- PAC's likely to be active in General, but much less so in Primary
- Potential for big markets in the mix translates to huge numbers

State Races – Projected 18.4% of the \$8.5 Billion



- State legislative house and senate represent 94% of the opportunity

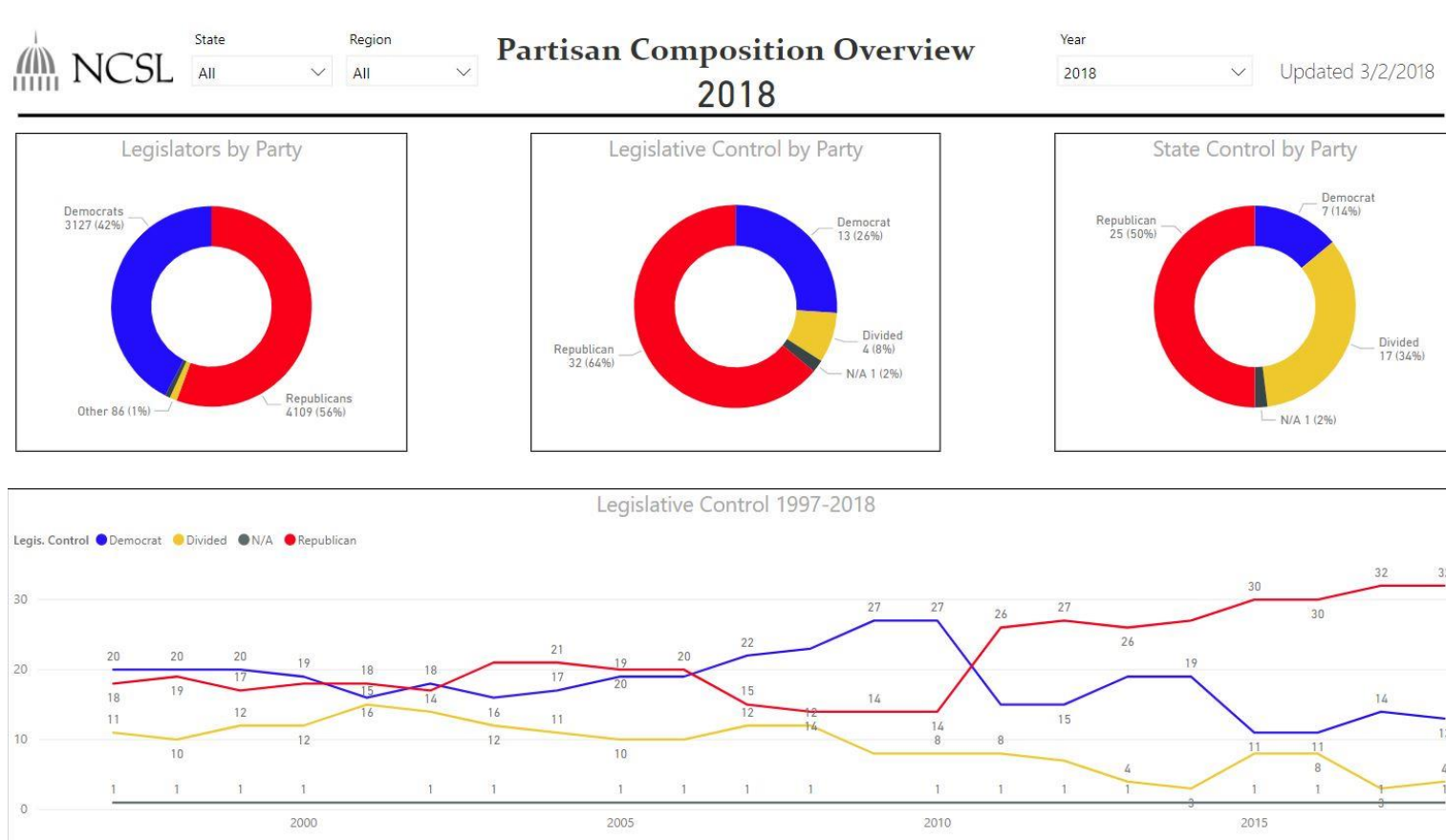
Governor	\$54.01 million	3.4%
State House	\$565.98 million	36.1%
State Senate	\$904.77 million	57.7%
Other State Offices	\$42.20 million	2.7%

Source: Borrell Associates

Importance of State Legislative Races



- State legislative control critical due to redistricting that occurs in conjunction with 2020 Census



Source: National Conference of State Legislatures

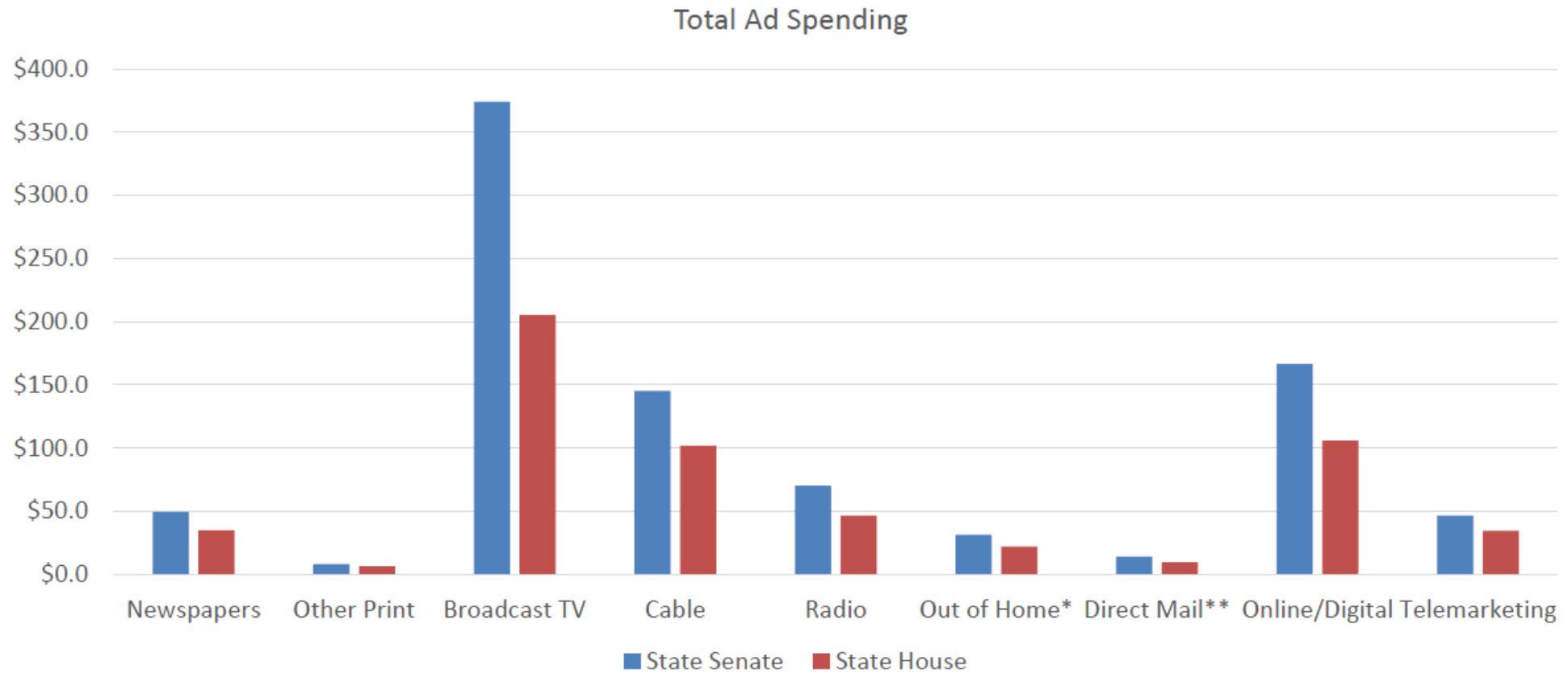
State Legislatures – Important Races Across Most of the US



- Republicans now control 68 of 99 state legislatures
- House and senate legislative bodies in all states except Nebraska, which is not bicameral
- State house races in 45 states (excludes Louisiana, Missouri, Nebraska, New Jersey, Virginia)
- State senate races in 46 states (excludes Louisiana, Missouri, New Jersey, Virginia)



State Legislature Senate Races Garner More Across All Channels



(in \$ millions)

Source: Borrell Associates

Local Races – Projected 15.6% of the \$8.5 Billion



- Ballot issues and municipal government represent 88% of the opportunity

Municipal Gov.	\$362.81 million	27.4%
School Boards	\$62.62 million	4.7%
Local Judiciary	\$95.55 million	7.2%
Ballot Issues	\$802.17 million	60.6%

Source: Borrell Associates

- California: Constitutional measure for transportation spending, Cap and Trade laws
- Florida: Potential measures for property tax, marijuana and minimum wage
- Massachusetts: Special tax on \$1m+ incomes, reducing sales taxes, paid family leave and minimum wage
- Nevada: Sales tax exemption for medical equipment, changes to how state manages the energy industry

Top Prospects for Ballot and Municipal Government Spend



Top 10 States Ballot Issues Ad Spending

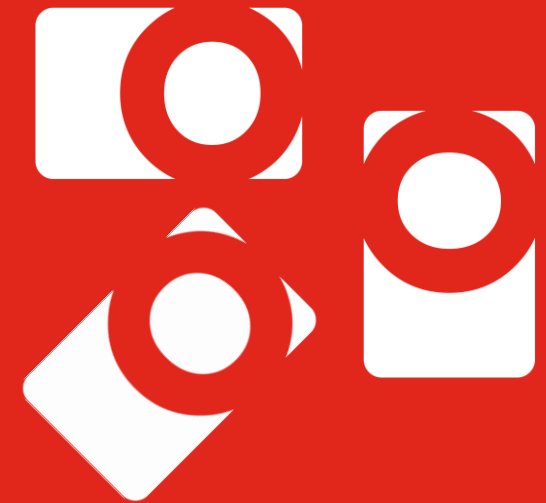
1. California
2. Florida
3. Massachusetts
4. Georgia
5. Indiana
6. Wisconsin
7. Arizona
8. Utah
9. Alabama
10. Nevada

Top 10 States Municipal Gov. Ad Spending

1. California
2. New York
3. Texas
4. New Jersey
5. Florida
6. Illinois
7. Maryland
8. Virginia
9. Massachusetts
10. Ohio

Source: Borrell Associates

RECAP - KEY STATES FOR OPPORTUNITY



- CA Governor (primary)
- CA 6 in the House
- Ballot measures
- CA Senate



- FL Governor (Open)
- FL Senate
- FL 26-27 House
- Ballot Measures



- IL Governor and Cabinet
- State Legislature
- IN Senate
- IL-6 House Race



Races to Watch – Massachusetts and New Hampshire



- MA Governor
- NH Governor
- NH-1 House
- Ballot Measures



Races to Watch – Minnesota and Wisconsin



- MN Governor (Open)
- MN 1, 2, 3 and 8 House seats
- WI Governor



- NV Governor (Open)
- NV Senate
- NV 3-4 House
- Ballot Measures (2)



Las Vegas

Other Markets to Watch



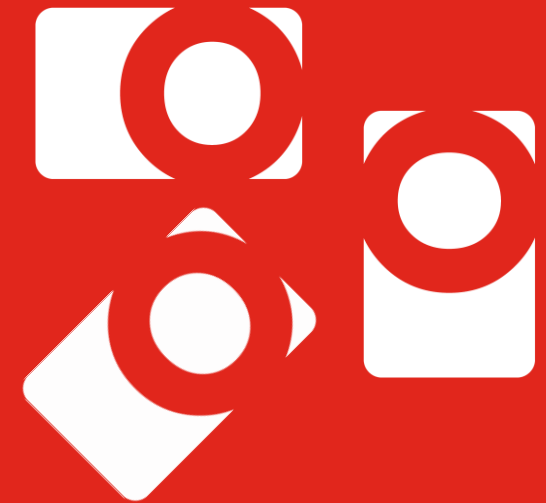
- New York City
- Portland, ME
- St. Louis
- Orlando
- Tampa/St. Petersburg
- Denver
- Cleveland, Cincinnati, Columbus
- Phoenix
- Philadelphia
- Detroit
- Washington, DC



- Contact the Mad Dog PAC if you have OOH in these “Coming Soon” markets



OOH PROOF POINTS FOR POLITICAL



Top Ten OOH Benefits For Political Advertisers:



ALWAYS ON – BREAKS THROUGH CLUTTER

- Cannot be delayed, skipped or turned off, and produces highest levels of recall.

BUILDS AWARENESS & BRANDING/NAME ID

- Builds awareness rapidly with BIG larger than life, bold impact. Strong potential to create conversation and controversy leading to additional exposure on social media and other free media, significantly magnifying audience impressions.

AMPLIFICATION & VALUE

- Improves all media investments by increasing the reach of all channels, including TV and digital. Pure ad play, no programming or editorial content, so not disrupted by audience fragmentation like other media. Offers some of the lowest CPMs, and tied for #1 in consumer ad favorability.

TARGETING

Targetability by geographic location or by key demographic groups with OOH ratings.

SPEED AND FLEXIBILITY

- Digital OOH offers instantaneous updating of message, and ability to make changes as much as needed.

Top Ten OOH Benefits For Political Advertisers:



ENHANCES DIGITAL

- Increases ROI for search 40%, more efficient at driving online activation than all traditional media and banner ads, and can increase internet reach by more than 2X in the afternoon.

MOBILE ENGAGEMENT

- Greatest level of engagement with consumers in the important half hour before key mobile activity such as search and social media activity.

REACHES HIGH PROPENSITY VOTERS

- Over-indexes with some of the most likely voters - adults 25-54, HHI \$100K+, those with advanced degrees.

REACHES DIVERSE VOTERS

- OOH reaches voting minority blocs – over-indexes with Blacks and Hispanics.

REACHES YOUNG VOTERS

- Adults 18 – 34 are the segment most heavily engaged with OOH media.

OOH Breaks Through Clutter With 24/7 Exposure



“The people who end up tipping elections tend to be the undecided voters, and the only way to reach them is to turn up the volume as loud as you can and hope your ads get in their way.”

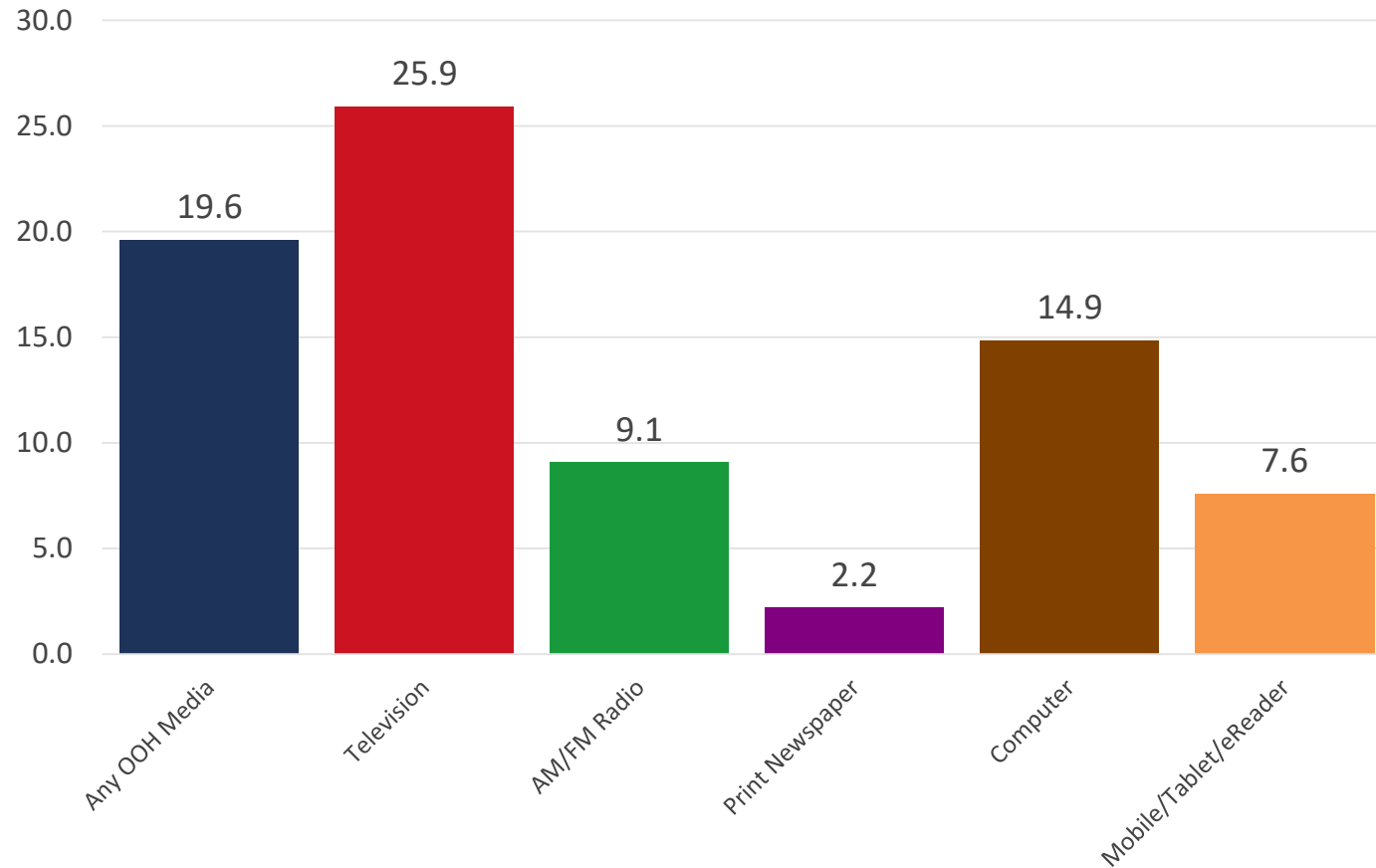
- Evan Tracey, Kantar Media - Campaign Media Analysis Group



Consumers Are Exposed To OOH More Than Other Media Except TV

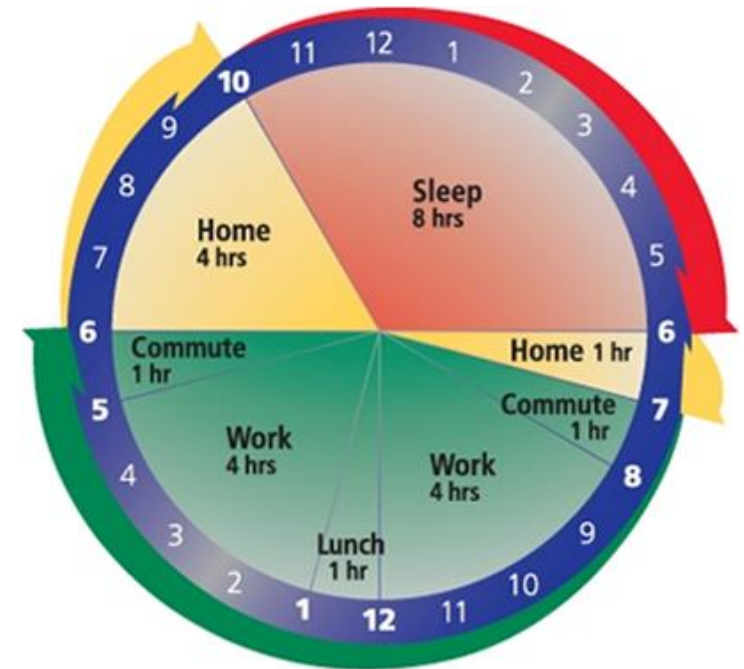


Weekly Hours per User



Source: USA Touchpoints, RealityMine

Base: Adults 18-64



REACHES CONSUMERS 70% OF DURING THEIR WAKING HOURS

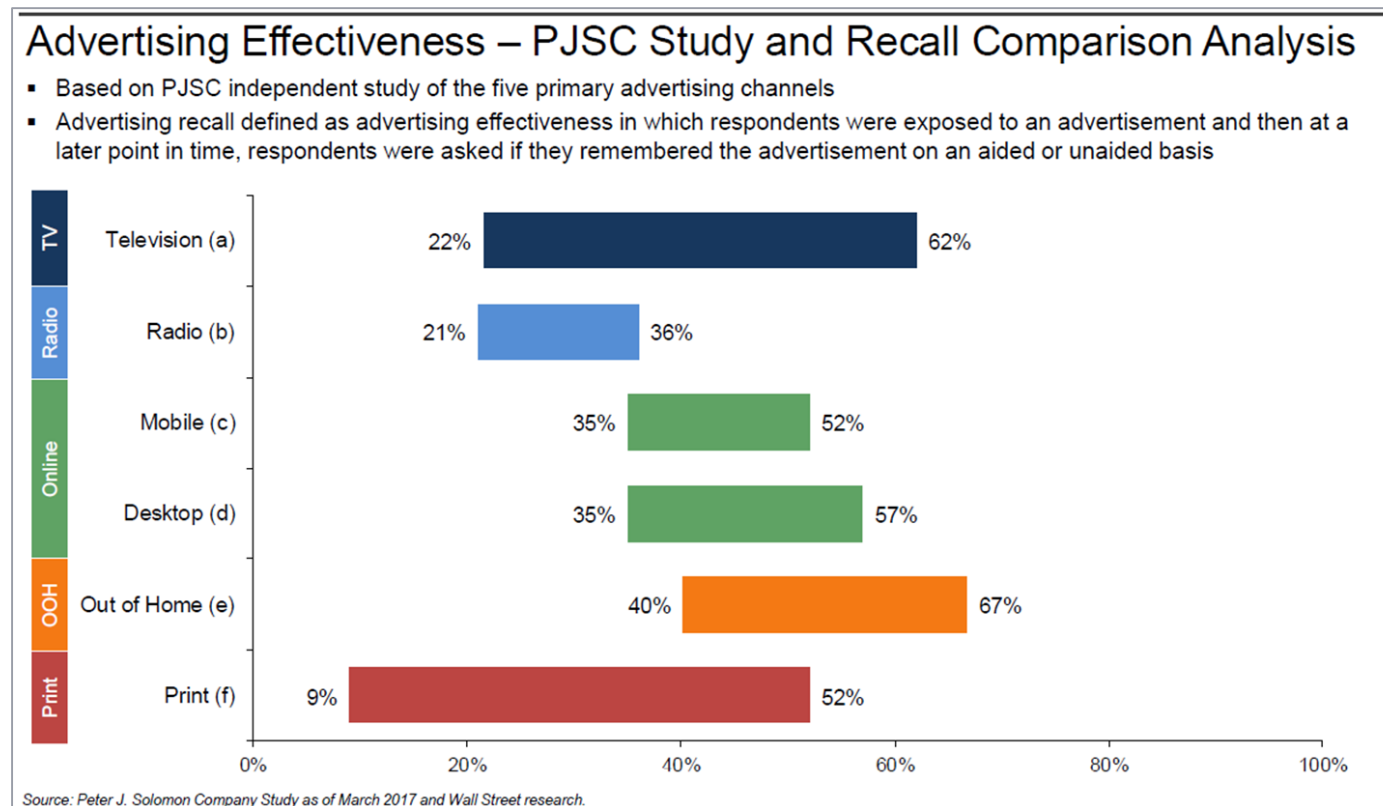
NUMBER OF OUT OF HOME DISPLAYS (2018)

BILLBOARDS	STREET FURNITURE	TRANSIT	PLACE-BASED OOH
<p>Bulletins 152,367</p> <p>Digital Billboards 7,800</p> <p>Posters 154,291</p> <p>Junior Posters 23,422</p> <p>Wall Murals 4,029</p>	<p>Bus Shelters 60,897</p> <p>Urban Furniture 32,122</p> <p>Bus Benches Newsracks Newsstands Phone Kiosks</p> <p>Digital Furniture 4,029</p>	<p>Airports 68,560</p> <p>Buses 1.01 million</p> <p>Rail / Subway 364,785</p> <p>Digital Transit 3,760</p> <p>Mobile Billboards 1,200</p> <p>Taxis/ Vehicles 46,194</p> <p>Truckside 2,732</p>	<p>Arena & Stadiums 1,352</p> <p>Cinema 34,350</p> <p>Digital Place-based 1.25 million</p> <p>Interior Place-based Convenience Stores Health Clubs Restaurants/Bars</p> <p>Exterior Place-based Airborne Marine Resorts & Leisure</p> <p>Shopping Malls 30,532</p>

OOH Breaks Through the Clutter



- Cannot be delayed, skipped or turned off
- Generates some of the highest levels of ad recall



OOH – Top of Mind Awareness



Top things people think about during their daily commute...

What you will do later that day	51%
Your family	49%
Your finances	28%
What you will eat during the day	25%
What you will do the upcoming weekend	23%
Food shopping you need to do	14%
Politics	13%
Shopping for things other than food	10%
Online searches you will do	7%



Source: Nielsen

Base: Adults 16+

OOH – Top of Mind Awareness



- Delivers mass reach when TV is sold out or too expensive
- Provides excellent convergence with mobile/online strategies to extend messaging
- Creates name awareness with the highest reach of any medium
- An ad channel you can own when the opponent is not in the OOH space



OOH Earns Free Media



- Larger than life presence
- Big, bold impact
- Creates conversation and, sometimes, controversy

DCCC Targets Buerkle With New Billboard

<http://blog.timesunion.com/capitol/archives/125138/dccc-targets-buerkle-with-new-billboard/>



Billboards to Mock Democrats That Re-confirmed FCC Boss
<http://www.dsreports.com/shownews/Billboards-to-Mock-Democrats-That-Reconfirmed-FCC-Boss-140471>



The Columbus Dispatch

Claws come out in anti-Trump billboard Downtown



When it comes to Donald Trump, the cat definitely didn't get the tongue of ProChoiceCats.com. The group, which supports abortion rights, has posted some attention-grabbing messages on an electronic billboard at Third and Spring streets Downtown.





Controversial 'Make America Great Again' Billboard Gets Censored



According to its creators, the controversial billboard in Pearl, Mississippi was intended to provoke a political discussion.



OOH Earns Free Media



- TV exposure without the cost



Billboards Call Out Politicians Who Betrayed Us

175,837 views

4K 126 SHARE



SC realtor gaining attention with 2016 political billboard



Trump supporter buys billboard, slams ABC News

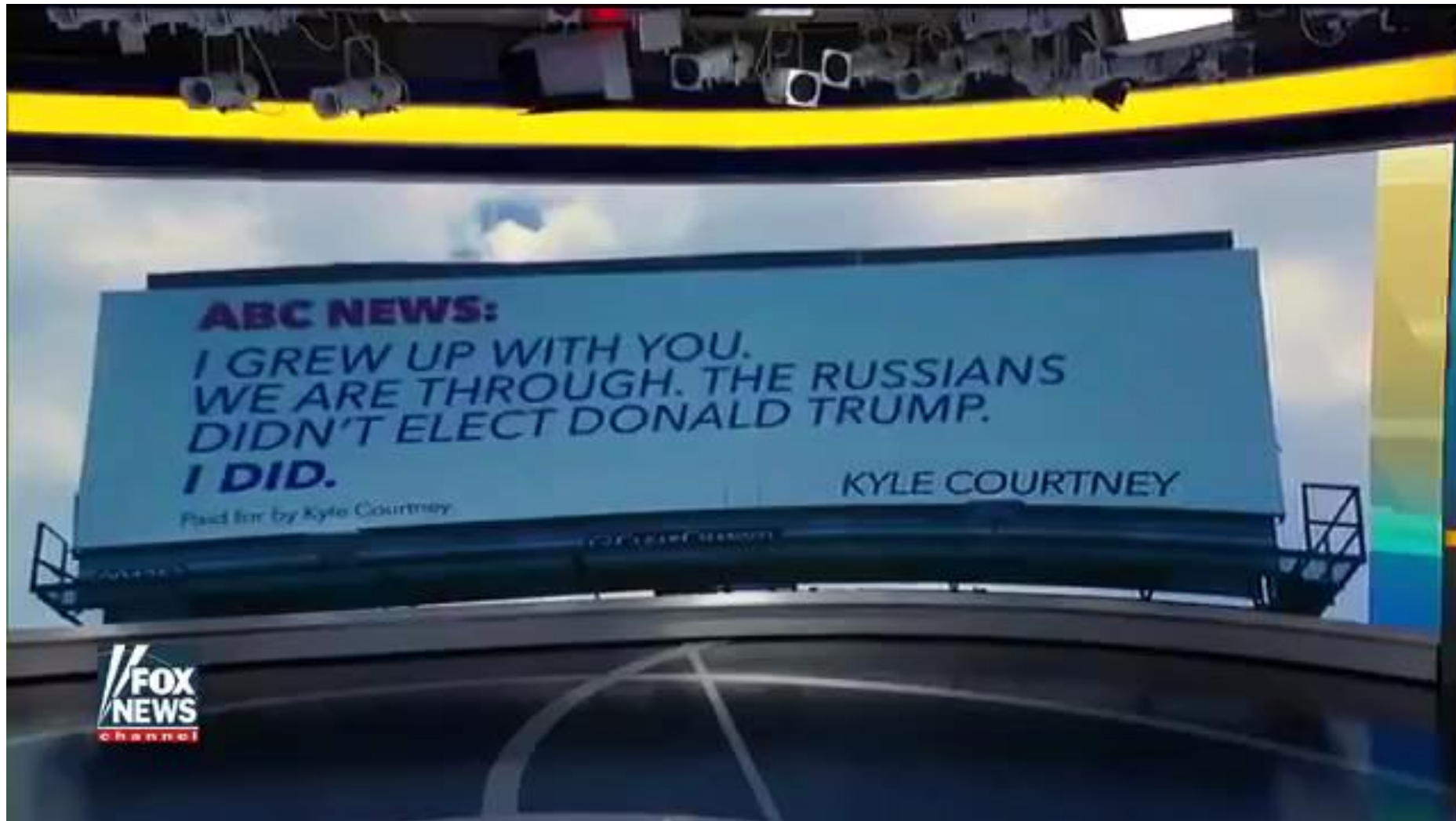
47,944 views

2K 73 SHARE

OOH Earns Free Media



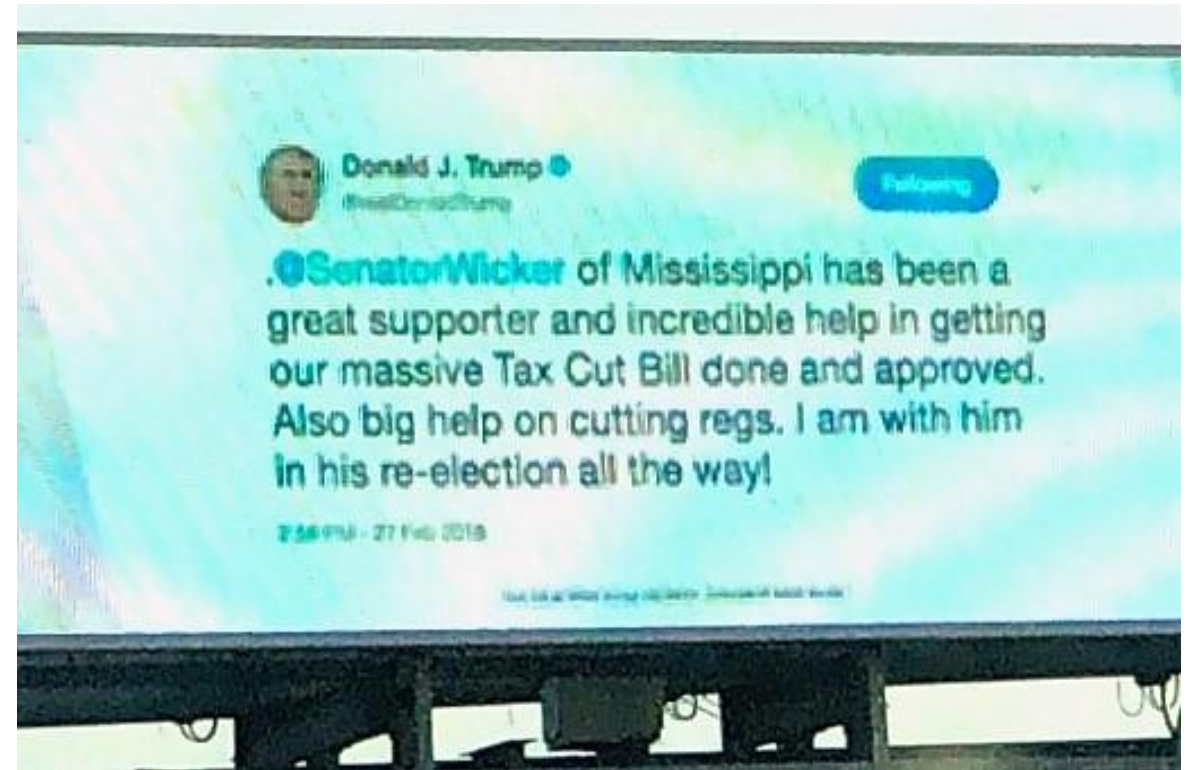
OOH Earns Free Media



OOH Earns Free Media



OOH Enhances Social Media



“Definitely impossible to miss, the billboards solidify Sen. Roger Wicker as the candidate with Trump's endorsement. Commuters from Pearl, Mississippi, on Interstate 20 can't miss the first one. Wicker has copied-and-pasted the president's tweets onto billboards. It's the ultimate retweet, and it's a smart strategy, considering the fact that less than a quarter of U.S. adults actually have a Twitter account.”

OOH Creates Social Media Activity and Free Media



3 billboards near Miami are trolling Sen. Marco Rubio after the Florida school massacre

By [Doug Criss](#), CNN

Updated 1:47 PM ET, Fri February 16, 2018

The moving missive aims to call out Rubio just days after a gunman with what police say was an AR-15-style rifle stormed a high school in Parkland, Florida, leaving 17 people dead. The protest was organized by activist group Avaaz, which highlighted the campaign donations Rubio has accepted from gun advocates the National Rifle Association (NRA). The mobile billboards were spotted rolling through downtown Miami and Little Havana.

 **Aimee Carrero Rock** 
@aimeecarrero

3 Billboards Outside Biscayne Blvd, FL



3 billboards near Miami are trolling Sen. Marco Rubio after the Florida school mass...
cnn.com

2/19/18, 2:58 PM

6 Retweets 21 Likes

 **Molly Tarlov** 
@mollytarlov

This is DOPE



3 billboards near Miami are trolling Sen. Marco Rubio after the Florida school mass...
cnn.com

2/19/18, 2:48 PM

25 Retweets 75 Likes

 **HuffPost Politics** 
@HuffPostPol

'3 billboards in Florida' troll Marco Rubio over school shootings



'3 Billboards In Florida' Troll Marco Rubio Over School Shooting
huffingtonpost.com

2/18/18, 9:28 PM

82 Retweets 214 Likes

 **Avaaz**  · Feb 16
@Avaaz · Feb 16

Three Billboards Outside Miami, Florida 🇺🇸 #3BillboardsForRubio

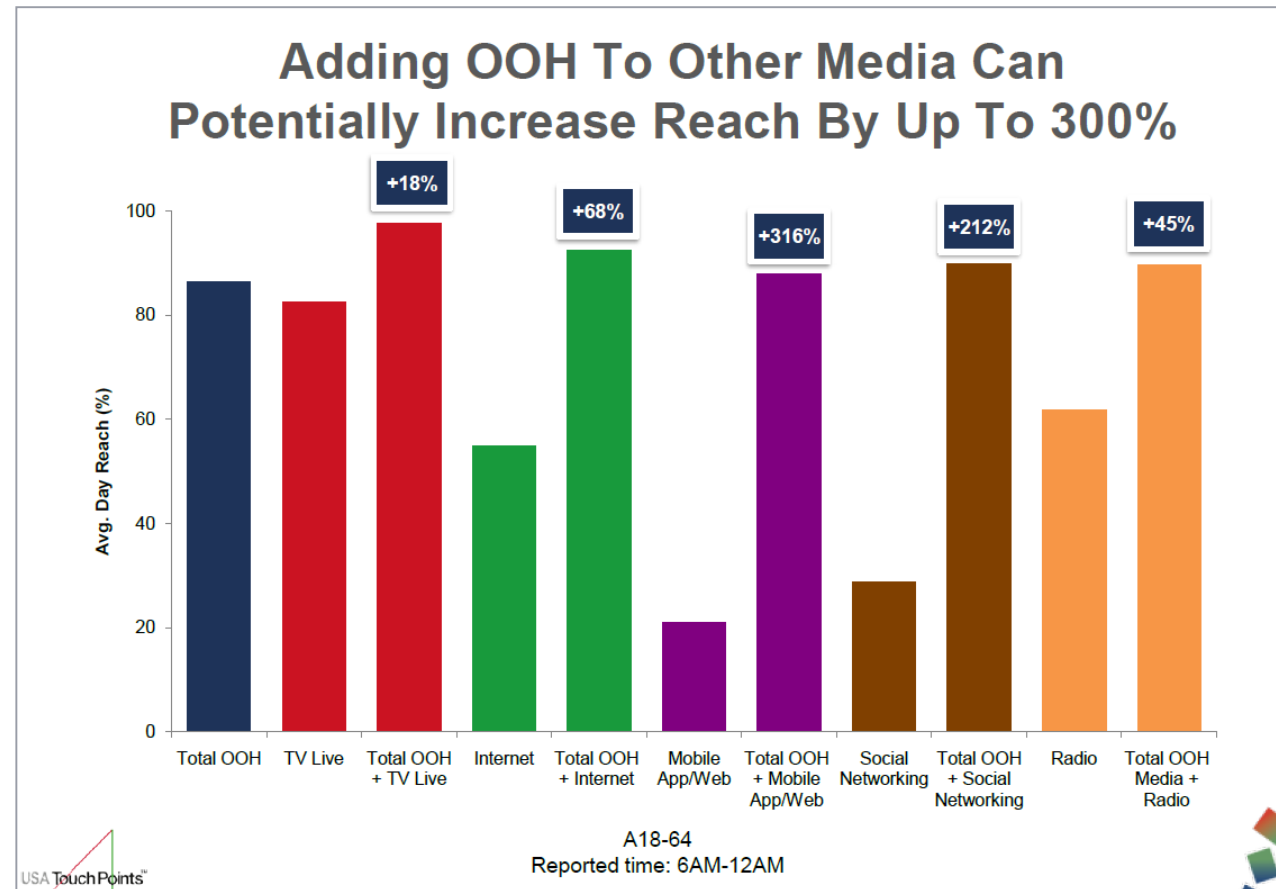


164 1.5K 2.5K

OOH Enhances All Media Investments



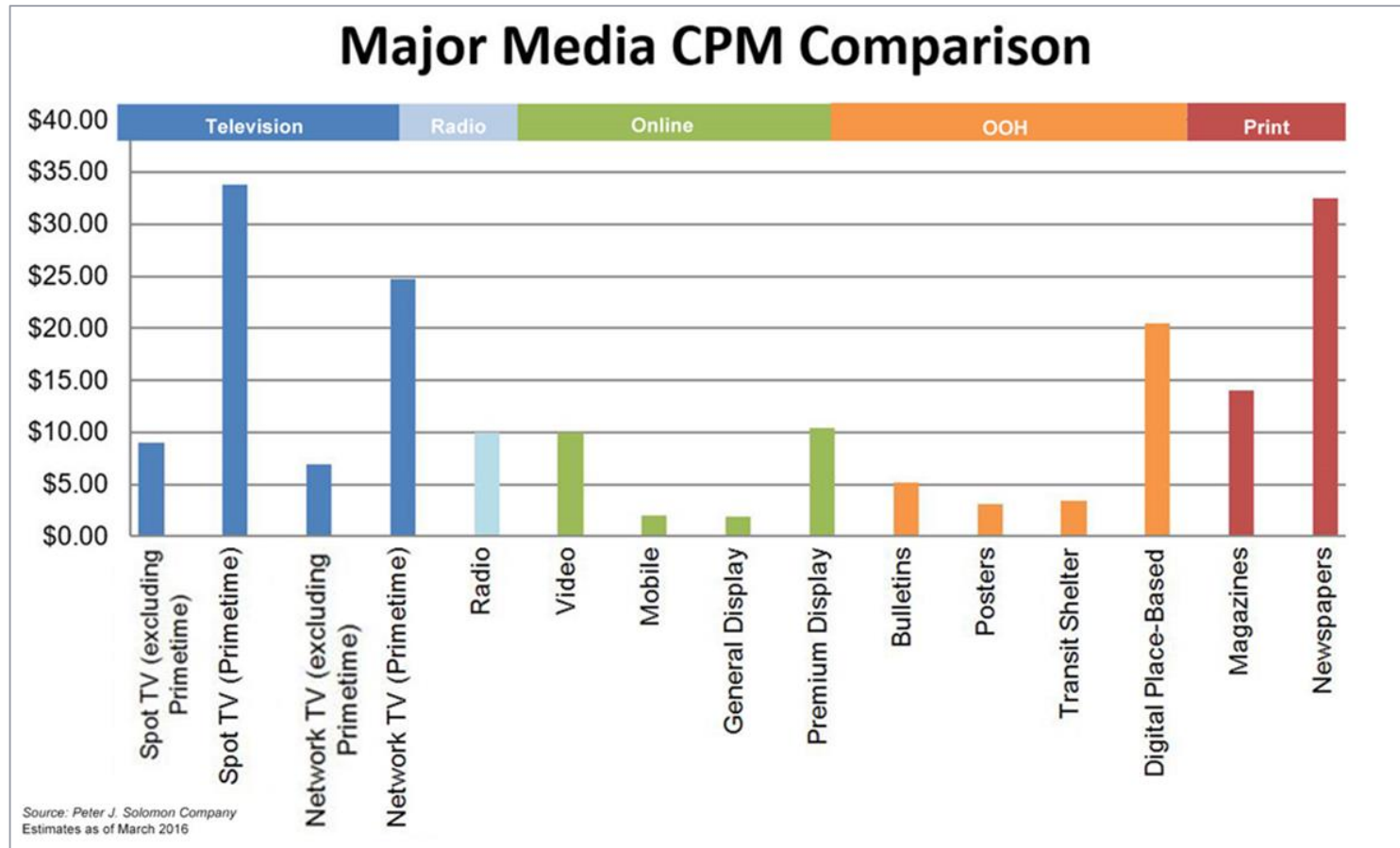
- Increases the reach of all media channels



OOH Offers Strong Value



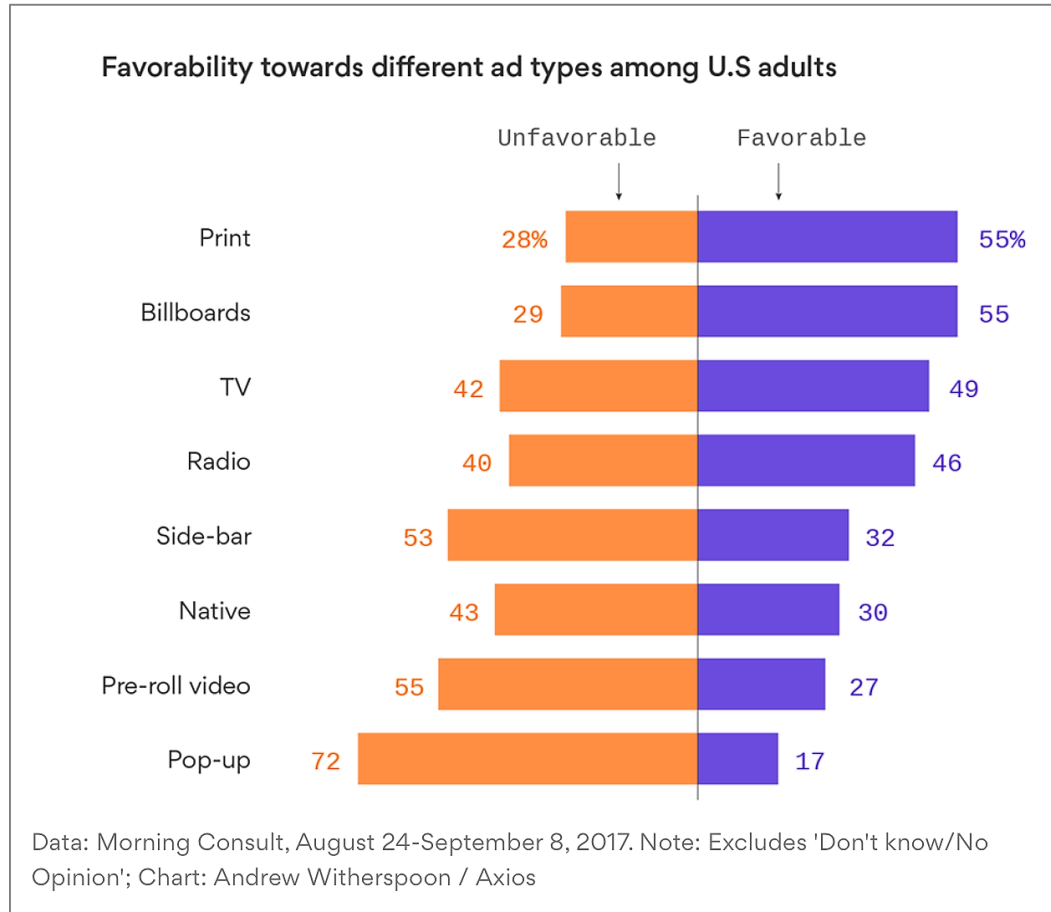
- CPMs are among the most affordable



OOH - Tied For #1 In Consumer Ad Favorability



Most media produce voter tune-out because of their intrusive nature.



Crowdpac, a political crowdfunding website, has put billboards up on Peachtree Road and Cobb Parkway featuring the image of Rep. Tom Graves.

OOH Reaches Voters



- 96% of active voters drive each week
- 57% of active voters commute to work each day



- 84% of drivers are registered to vote
- 76% of drivers vote in state elections
- 74% vote in local elections

Source: Scarborough

DEMOGRAPHIC CATEGORIES

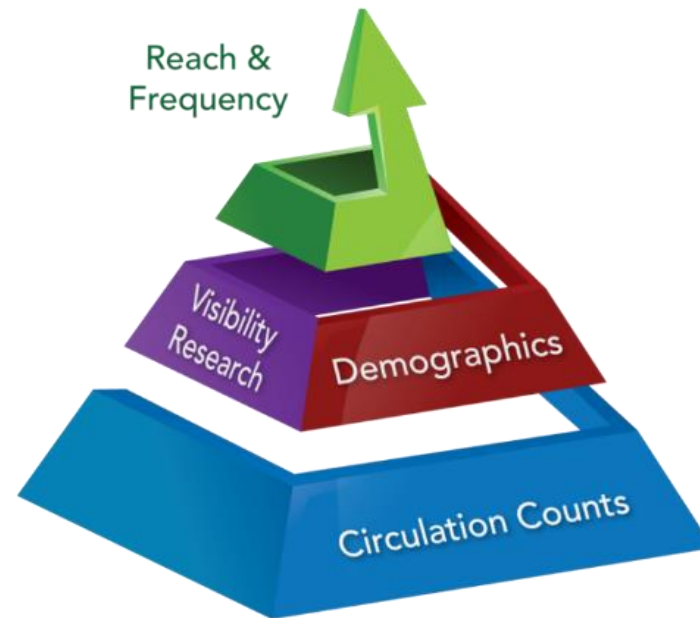
- Age
- Gender
- Race
- Income
- Employment

MARKET DEFINITIONS

- DMA
- CBSA
- County Level

OOH FORMATS

- Billboards
 - Including digital billboards
- Street Furniture
- Transit
 - Bus Exteriors and Interiors
 - Rail and Station Platforms
 - Ferry Interior and Terminals



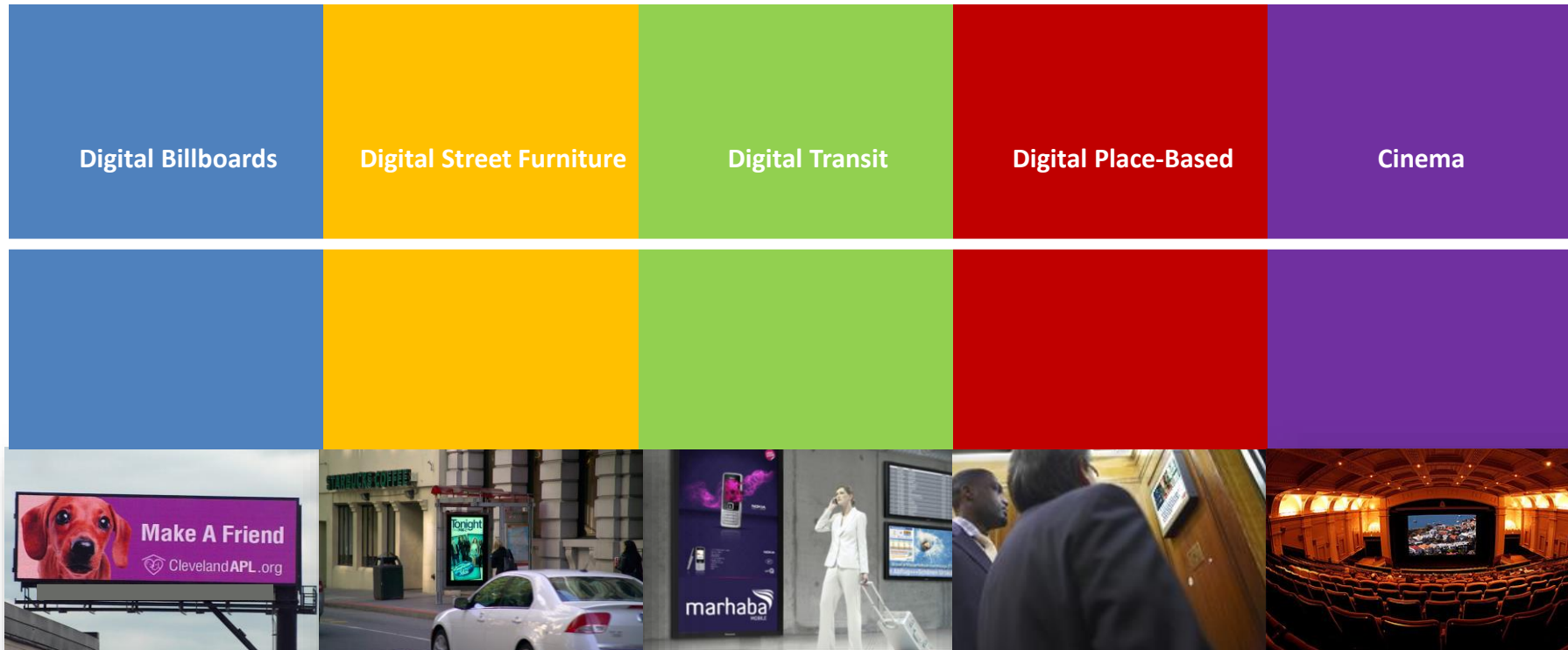
geopath

OOH Provides Targeting



- By geographic location
- By demographic profile through OOH ratings





- Day Parting
- User-Generated Content
- Countdowns

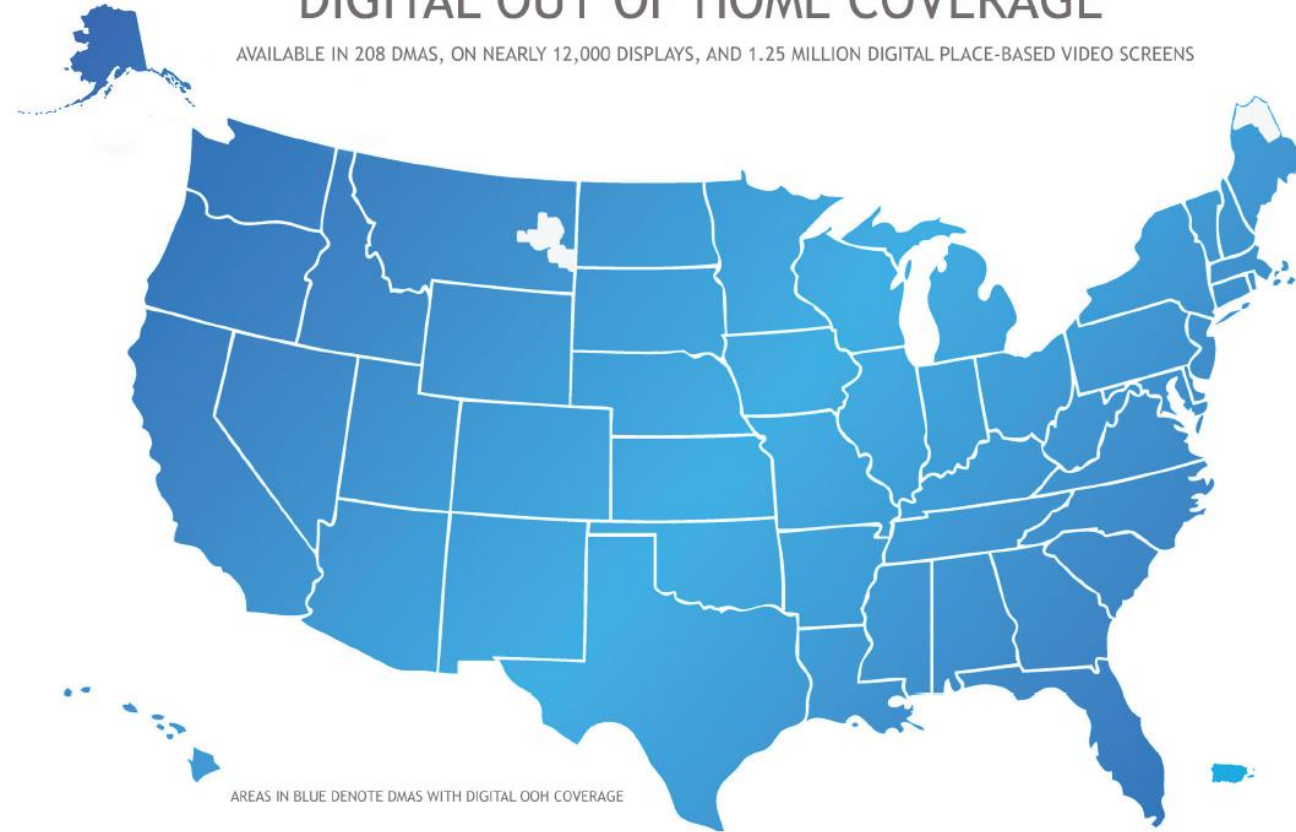
- Live Returns
- Trending Items
- Social Media

Digital OOH – Coverage Across the Entire US



DIGITAL OUT OF HOME COVERAGE

AVAILABLE IN 208 DMAS, ON NEARLY 12,000 DISPLAYS, AND 1.25 MILLION DIGITAL PLACE-BASED VIDEO SCREENS



Bulletins, posters, mobile billboards, street furniture, transit, place-based, cinema

Digital OOH - Fast & Flexible



Digital OOH is more flexible than most types of advertising

- Instantaneous updating of message
- Ability to make changes as much as needed
- No production cost



Digital Billboards Drive Engagement – Stand Out Better vs. Online



ALL TRAVELERS SURVEYED...

1.	...noticed a digital billboard in the PAST MONTH.	75%
2.	...noticed a digital billboard in the PAST WEEK.	60%

PAST MONTH DIGITAL BILLBOARD VIEWERS...

3.	...notice the MESSAGE on the screen MOST OR ALL OF THE TIME.	55%
4.	...noticed DIRECTIONAL digital billboard ads.	37%
5.	...have CHANGED PLANS to visit the store in the ad.	22%
6.	...feel digital billboards STAND OUT MORE than online ads.	71%
7.	...consider digital billboards a good way to learn about NEW BUSINESSES in the area	65%
8.	...agree digital billboard are a good way to learn about SALES and EVENTS	61%
9.	...recalled ADVERTISING on digital boards.	82%
10.	AVERAGE AD RECALL for an INDIVIDUAL digital billboard campaign	42%

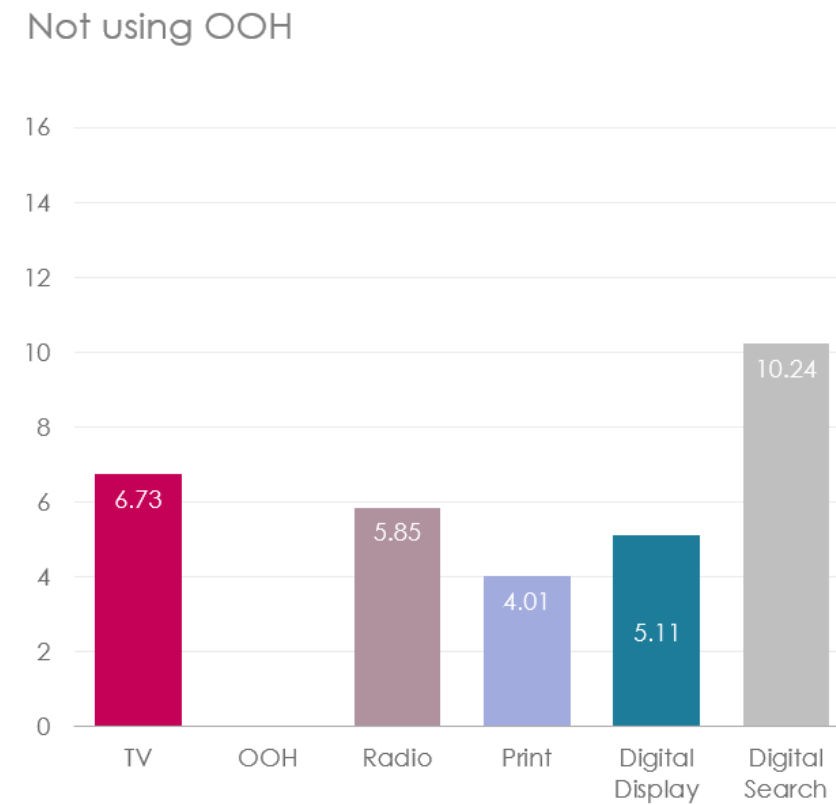
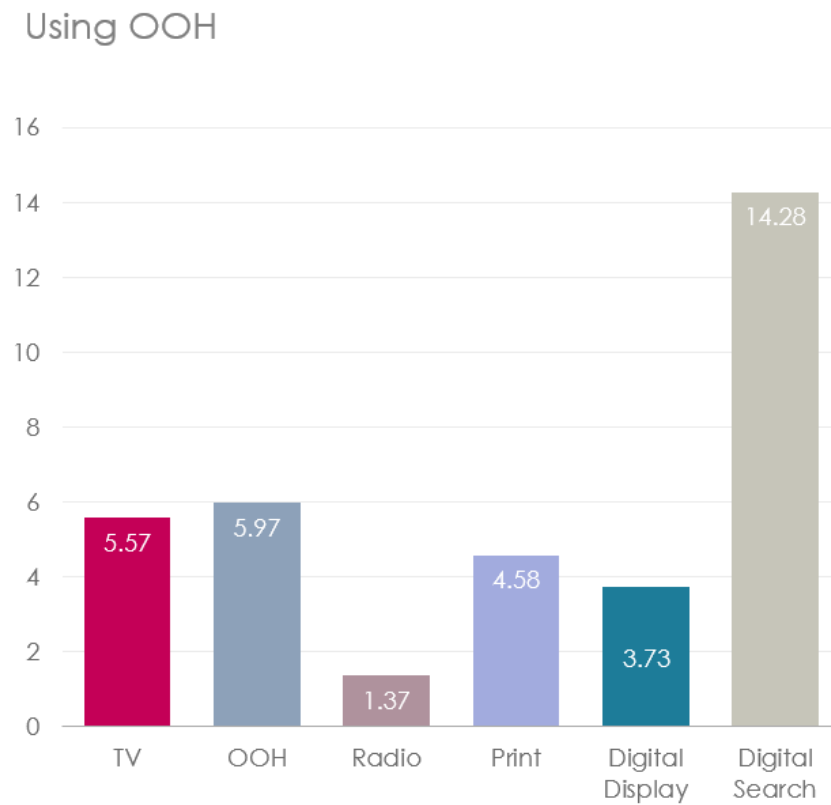
Source: Nielsen

Base: Adults 18+

OOH Boosts ROI of Search 40%



ROI by ad channel per ad dollar spent for campaigns that included OOH and those that did not

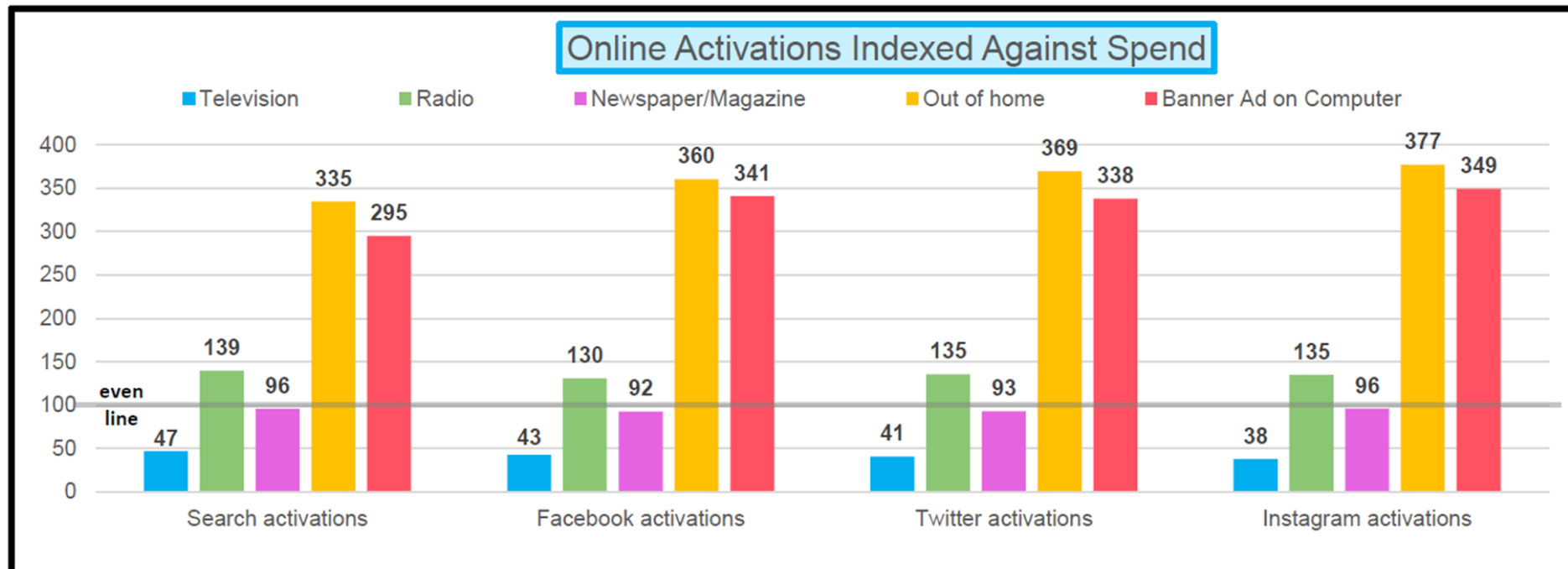


Source: Benchmarking

OOH Enhances Digital Media Investments



- OOH drives online activation more effectively than all traditional media and banner ads



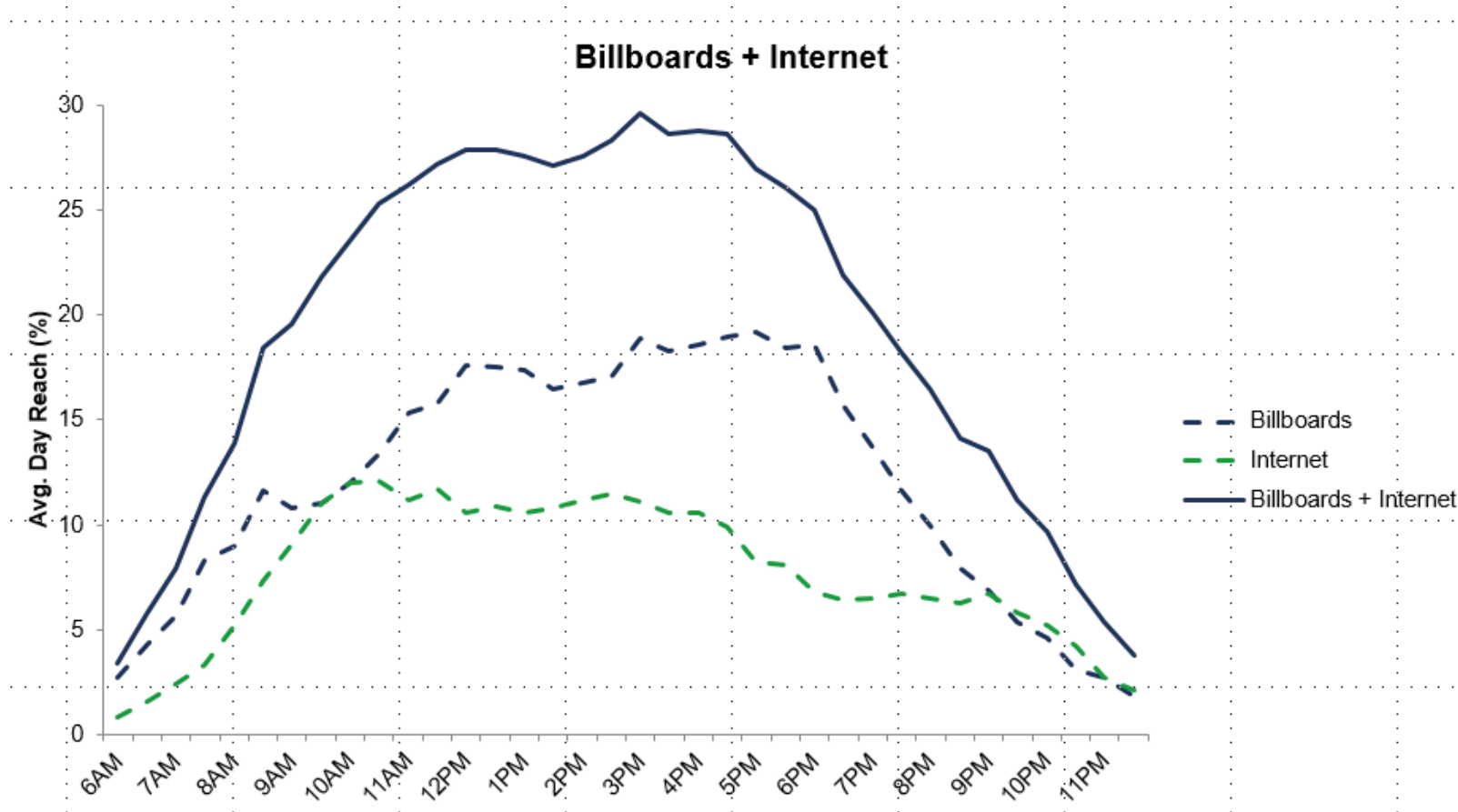
Source: Nielsen

Base: Adults 18+

OOH Enhances Digital Media Investments



- Increases afternoon internet reach by 2X



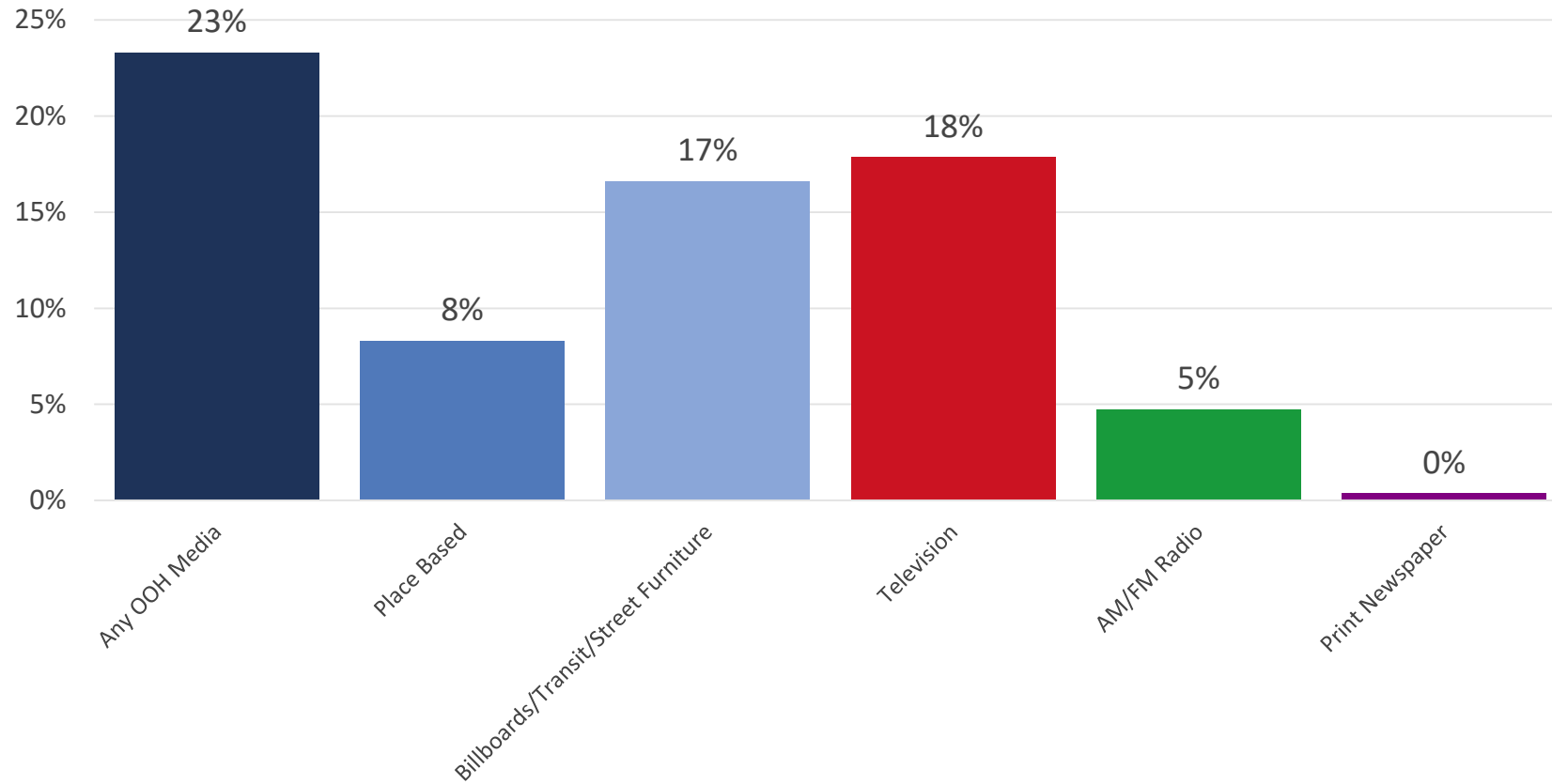
Source: USA Touchpoints

Base: Adults 18-64

OOH – Top Performer in the Half-hour Before Key Mobile Activity



Reach by medium during consumer mobile online activity
(including search and social media)



Source: USA Touchpoints, RealityMine

Base: Adults 18-64

OOH Reaches High-Propensity Voters



OOH over-indexes in reaching likely voters:

- Adults 25 – 54
- Household Incomes of \$100K+
- Advanced College Degrees



Source: Nielsen

Base: Adults 16+

OOH Reaches Diverse Voters



OOH over-indexes in reaching key minority voting blocs:

- Black Americans
- Hispanic Americans



Source: Nielsen

Base: Adults 16+



OOH Reaches Young Voters



Adults 18 – 34 are the segment most heavily engaged with OOH media. They spend 21% more time traveling each week than the Adult 16+ population and over-index with these OOH formats:

- Billboards index 106
- Public bus index 109
- Digital billboards index 112
- Posters (small billboards) index 117
- Bus shelters index 132
- Subways or commuter rail index 135



Source: Nielsen

Base: Adults 16+

Audience fragmentation continues to shrink content and editorial-based traditional media. OOH can increase the effectiveness of all media channels because of its massive reach.



- 78% of active local voters do not watch live TV, but instead DVRs or stream video
- 67% of active local voters do not read print newspapers
- 58% of active local voters listen to online radio

Source: Scarborough

Broadcast TV – Substantial Loss of Audience Continues



THE STATE OF BROADCAST: LOCAL NEWS AND PRIME TIME

Total Broadcast (ABC, NBC, CBS, FOX aggregate) A35+ Rating Comparison
2015-16 Broadcast Season vs 2016-17 Broadcast Season



Each LPM's Broadcast Affiliates combined experienced significant declines in Prime Time and Late News

Digital Privacy – Campaign Brand Safety Issues?



Los Angeles Times

3 FREE MONTHS Offer ends 4/1

TOPICS SEARCH

maker Remington files forruptcy protection

Clayton Kershaw faces a year unlike any other in his Dodgers career

Police killing of Stephon Clark generates national attention as questions swirl

Yes, a Chinese space station is about to plummet to Earth. Here's why you don't need to...

Political campaigns will run more digital ads this year than ever. Here's how they'll find you

By CHRISTINE MAI-DUC MAR 26, 2018 | 7:30 AM



There was plenty of outrage to go around last week following revelations that Facebook data on some 50 million users were used to allegedly build profiles of voters, serve them tailor-made ads and try to help President Trump get elected.

ADVERTISEMENT

DIRECTV NOW firety

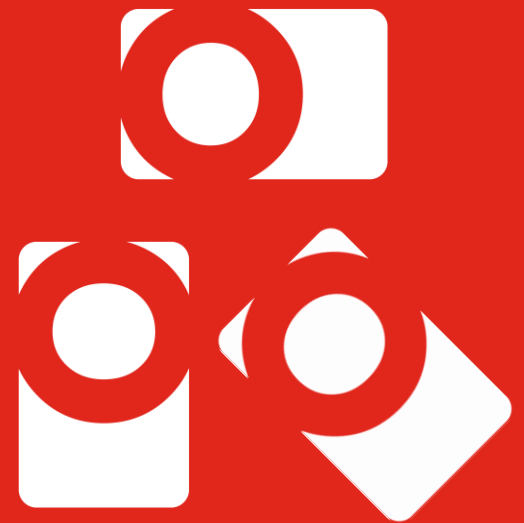
GET IT NOW

Non-refundable. New subscribers only. Service renews monthly unless cancelled (min \$35/mo). Restrictions apply. See offer details

LATEST POLITICS

POLITICS

OOH POLITICAL CASE STUDIES



Elections – Jones for Senate



Doug Jones used targeted billboards statewide as part of his campaign, and won with 50% of the vote.



Elections – Shelby For Senate



Incumbent Senator Shelby used billboards statewide as part of his primary campaign.
He won with 65% of the vote and that allowed him to avoid a runoff





Mark Amodei, R-NV:

- Used no TV because of fragmentation
- Competitive US Senate race in Nevada and the presidential race made TV inventory scarce and expensive
- Used no direct mail because he felt it's an expensive throwaway
- Online ads were his No. 1 expenditure
- Digital billboards were a close No. 2
- Used some radio

“What sold me on digital billboards was the feedback,” says Amodei. “I got nothing but good feedback.”

Two other attributes he noted about digital billboards:

- Easy with no production
- Projected a clean, sharp, modern image for his campaign

Amodei's re-election campaign bought five digital billboards in Reno and Carson City (8/4 - Election Day 11/8)



Democrats' Orlando billboard proclaims 'Rick Scott did nothing' after Pulse

Democrats have launched billboards in Orlando and Tallahassee that declare that Gov. Rick Scott did nothing to address gun safety following the June 12, 2016, Pulse nightclub massacre in Orlando. The message charges that the governor's commitment to addressing gun violence since the Feb. 14 massacre at Marjory Stoneman Douglas High School lacked in the days following the Pulse mass shooting.

Atlanta street vendors called out Mayor Kasim Reed for refusing to issue vending permits, putting their message on mobile billboards days ahead of the city's election.

Their efforts garnered widespread media coverage.



Few voters were aware of the proposal but voter awareness shot up after the billboards went up. Missouri voters approved Amendment 3 by an overwhelming majority (78% voted yes).



Advocacy – Voter Registration



Harris County officials ramped up the county’s voter awareness campaign to remind voters to bring photo IDs to the polls, and were billboards were printed in multiple languages.

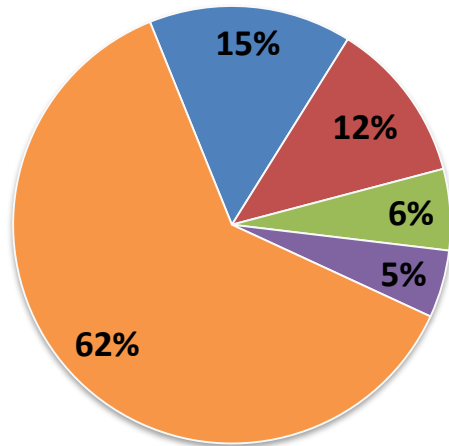
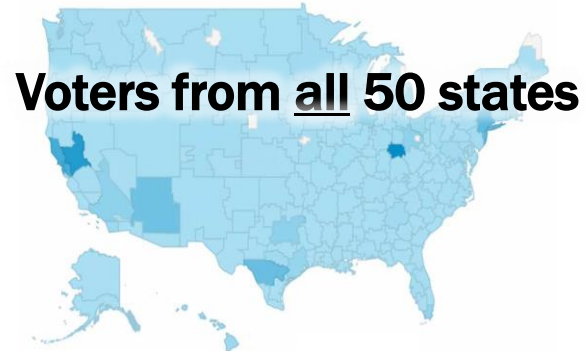
Harris County Clerk Stan Stanart said, “Billboards are a fantastic way to communicate to the citizens of Harris County. We want to make sure that every person in Harris County gets the right to vote.”



Activation Case Study - Project Rushmore



57% of voters used a mobile browser to access the website



Most voters came from outside the home markets for the campaign

■ Cincinnati ■ Sacramento ■ San Antonio ■ Phoenix ■ Outer markets

Source: Nielsen

Base: Adults 18+

APPENDIX





Outdoor Advertising Association of America

- Detailed list of major political agencies and organizations
- Contact information and background for each entry
- Document link

POLITICAL MEDIA AGENCIES AND ORGANIZATIONS

DEMOCRATIC MEDIA BUYERS

Tier 1

Buying Time
Catherine Herrick
(800) 238-0954
cathie@buying-time.com
Washington, DC
Media Buying/Placement

Washington-based media buying firm that works with many Democratic candidates and consultants. SKDK works with Buying Time extensively

Canal Partners Media
Jamie Sterling
(202) 400-2201
jamie@canalpartnersmedia.com
Marietta, GA and Washington, DC
Media Buying/Placement

Formerly LUC and ~~Abar~~ Hutton, the two firms merged. SKDK works with CPM extensively.

MSR
Jon Hutchens
(303) 989-4700
jon@mediastrategies.com
Denver, CO
Media Buying/Placement

Colorado-based media buyer that works with many West Coast campaigns

The New York Times

April 24 Arizona special House general election

May 8 **Three vulnerable Democratic senators run for re-election.**

Indiana primaries

Senate: [Joe Donnelly](#) is up for re-election.

Three Republicans, including two members of Congress, have raised at least \$1 million to challenge Mr. Donnelly, who is believed to be one of the most vulnerable Democrats.

2018 Election Calendar and Results

By KEITH COLLINS UPDATED MARCH 21, 2018

The 2018 midterm elections, featuring hundreds of congressional, state and local primaries, will culminate with the Nov. 6 general election to decide whether Democrats [can gain control](#) of Congress or if Republicans will keep their hold on the legislative branch.

Add the calendar on [Google](#) or [iOS](#). Sign up for [election alerts](#).

- Calendar highlighting primaries and general elections across the US
- Downloadable on Android or iOS devices
- [Calendar link](#)

Kantar Media Ad Spend Reports



- Available for 102 top DMAs across the US
- Analyze historical spend in markets
- Identify opportunities
- [Research request form link](#)

Tampa Political Spend Local Media 2014									
Reported Time Period: 1/1/2014-12/31/2014									
MARKET	MICROCATEGORY	ADVERTISER	OOH DOLS (000)	SPOT TV DOLS (000)	NEWSPAPER DOLS (000)	NAT SPOT RADIO DOLS (000)	LOCAL RADIO SUM DOLS (000)	INTERNET DISPLAY DOLS (000)	GRAND TOTAL
TAMPA	Ballot Issues (Cat)	POL-BOARD/EQUALIZATION							0
TAMPA	National Campaigns (Non-Presidential) (Cat)	POL-Congress	2.5	1365.5	77.2	52.1	57.8	5.7	1560.8
TAMPA	Political & Political Parties: Comb&NEC (Cat)	Democratic State Central Committee		6161.7					6161.7
TAMPA	Political Organizations (Sub)	Drug Free FL Committee		470.9		28.5	5.6		505
TAMPA	Political Organizations (Sub)	Lets Get To Work		2349.6		23	7.6		2380.2
TAMPA	Political Organizations (Sub)	NextGen Climate Action Committee	69.5	1630.9		38.8	12.1	4.9	1756.2
TAMPA	State & Local Campaigns (Cat)	POL-Attorney General		141.3		58.8	33.8	3.4	237.3
TAMPA	State & Local Campaigns (Cat)	POL-CHIEF FIN OFFICER		545.7			13.4		559.1
TAMPA	State & Local Campaigns (Cat)	POL-CIRCUIT JUDGE	10.7	36.1	3.6			0.7	51.1
TAMPA	State & Local Campaigns (Cat)	POL-County Supervisor Of Elections	4.5						4.5
TAMPA	State & Local Campaigns (Cat)	POL-Governor		2336.2		177.8	62.3	4	2580.3
TAMPA	State & Local Campaigns (Cat)	Pol-State Representative		262.4		20.9		0.8	284.1
TAMPA	State & Local Campaigns (Cat)	Pol-State Senate		17.2			22.6	0.4	40.2
TAMPA	State & Local Campaigns (Cat)	POL-UNKNOWN STATE & LOCAL OFFICE	103.7						103.7
TAMPA	State & Local Campaigns (Cat)	Republican State Committee		9508.2					9508.2
TAMPA TOTAL			190.9	27585.7	94.4	705.8	393.8	42.1	29012.7
	Copyright 2018. Kantar Media								

Candidate Campaign Prospecting – The Cook Political Report



House At-A-Glance

March 26, 2018

Summary:

238 Republicans

193 Democrats

4 Vacancies

This list of potential candidates for the 2018 elections is highly speculative and contains names that have been mentioned as either publicly or privately considering candidacies, or worthy of consideration as candidates or recruiting prospects by the parties or interest groups. The numerical key indicating our assessment of each person's likelihood of running is obviously important, given the "long and dirty" nature of this list, which will be updated each week.

(1) Announced candidacy or certain to run; (2) Likely to run; (3) Maybe; (4) Mentioned but unlikely

DIST.	DESCRIPTION	CANDIDATES	PVI	RATING
Alabama Filing Deadline: February 9, 2018 Primary: June 5, 2018 Runoff: July 17, 2018				
AL-01	Southwest corner: Mobile	Bradley Byrne (R) <u>REPUBLICANS:</u> Robert Kennedy Jr., '17 AL-Gov cand. (1) Lizzetta Hill McConnell, activist (1)	R+15	Solid R
AL-02	Southeast corner: Wiregrass, part of Montgomery	Martha Roby (R) <u>DEMOCRATS:</u> Tabitha Isner, pastor/business analyst (1) Audi Scott Williams, activist (1) <u>REPUBLICANS:</u> Tommy Amason, (1) Bobby Bright, fmr. Dem Rep. (1) Rich Hobson, fmr. aide to Roy Moore (1) Barry Moore, state Rep. (1)	R+16	Solid R
AL-03	East Anniston: Auburn	Mike Rogers (R)	R+16	Solid R

Senate At-A-Glance

March 23, 2018

Summary:

51 Republicans

47 Democrats

2 Independents

This list of potential candidates for the 2018 elections is highly speculative and contains names that have been mentioned as either publicly or privately considering candidacies, or worthy of consideration as candidates or recruiting prospects by the parties or interest groups. The numerical key indicating our assessment of each person's likelihood of running is obviously important, given the "long and dirty" nature of this list, which will be updated each week.

(1) Announced candidacy or certain to run; (2) Likely to run; (3) Maybe; (4) Mentioned but unlikely



Arizona

TOSS UP

Incumbent: [OPEN] Jeff Flake (R) - Retiring

Last Election Win: 49.7%

2016 Winner: Trump 48.1%

Filing Deadline: May 30, 2018 | Primary Election: August 28, 2018

Democrats	Republicans	Independents
Deedra Abboud, atty. (1)	Joe Arpaio, fmr. Maricopa Cty. Sheriff (1)	
Richard Sherzan, ret. Admin. Law Judge (1)	Martha McSally, U.S. Rep. (1)	
Kyrsten Sinema, U.S. Rep. (1)	Kelli Ward, fmr. st. Sen., '16 U.S. Sen. cand. (1)	

Governors At-A-Glance

March 23, 2018

Summary:

33 Republicans

16 Democrats

1 Independent

This list of potential candidates for the 2018 elections is highly speculative and contains names that have been mentioned as either publicly or privately considering candidacies, or worthy of consideration as candidates or recruiting prospects by the parties or interest groups. The numerical key indicating our assessment of each person's likelihood of running is obviously important, given the "long and dirty" nature of this list, which will be updated each week.

(1) Announced candidacy or certain to run; (2) Likely to run; (3) Maybe; (4) Mentioned but unlikely



Alabama

SOLID R

Incumbent: Kay Ivey (R)

Last Election Win: n/a

2016 Winner: Trump 62.1%

Filing Deadline: February 9, 2018 | Primary Election: June 5, 2018 | Run-Off Election: July 17, 2018

List of potential candidates for the 2018 elections:

- Highly speculative, contains names mentioned as either publicly or privately considering candidacies, or worthy of consideration, or recruiting prospects by parties or interest groups.
- Numerical key indicates assessment of person's likelihood of running is obviously important, given the speculative nature of the list, which is constantly being updated.

Cook Political Report monthly subscription - \$35

Congressional Open Seat Summary – The Cook Political Report



House Summary

March 26, 2018

A listing of vacancies, open seats, and potentially open seats

Summary:

238 Republicans

193 Democrats

4 Vacancies*

* **MI-13:** Conyers resigned 12/5/17, special primary 8/7/18, general 11/6/18

* **AZ-08:** Franks resigned 12/7/17, special primary 2/27/18, general 4/24/18

* **OH-12:** Tiberi resigned 1/15/18, special primary 5/8/18, general 8/7/18

* **NY-25:** Louise Slaughter passed away 3/16/18, special election TBD

17 Open Democratic Seats

DIST.	INCUMBENT	STATUS	PVI
AZ-09	Kyrsten Sinema	Running for Senate	D+4
CO-02	Jared Polis	Running for Governor	D+9
HI-01	Colleen Hanabusa	Running for Governor	D+17
IL-04	Luis Guterrez	Retiring	D+33
MD-06	John Delaney	Retiring	D+6
MA-03	Niki Tsongas	Retiring	D+9
MI-09	Sandy Levin	Retiring	D+4
MN-01	Tim Walz	Running for Governor	R+5
MN-08	Rick Nolan	Retiring	R+4
NH-01	Carol Shea-Porter	Retiring	R+2
NM-01	Michelle Lujan Grisham	Running for Governor	D+7
NV-03	Jacky Rosen	Running for Senate	R+2
NV-04	Ruben Kihuen	Retiring	D+3
PA-04	Robert Brady	Retiring	D+7
PA-14	Conor Lamb	Running in PA-17	R+14
TX-16	Beto O'Rourke	Running for Senate	D+17
TX-29	Gene Green	Retiring	D+19

36 Open Republican Seats

DIST.	INCUMBENT	STATUS	PVI
AZ-02	Martha McSally	Running for Senate	R+1
CA-39	Ed Royce	Retiring	EVEN
CA-49	Darrell Issa	Retiring	R+1
FL-06	Ron DeSantis	Running for Senate	R+7
FL-17	Tom Rooney	Retiring	R+13
FL-27	Ileana Ros-Lehtinen	Retiring	D+5
ID-01	Raul Labrador	Running for Governor	R+21
IN-04	Todd Rokita	Running for Senate	R+17
IN-06	Luke Messer	Running for Senate	R+18
KS-02	Lynn Jenkins	Retiring	R+10
MI-11	Dave Trott	Retiring	R+4
MS-03	Gregg Harper	Retiring	R+13
NM-02	Steve Pearce	Running for Governor	R+6
NJ-02	Frank LoBiondo	Retiring	R+1
NJ-11	Rodney Frelinghuysen	Retiring	R+3
ND-AL	Kevin Cramer	Running for Senate	R+16
OH-16	Jim Renacci	Running for Senate	R+8
PA-05	Patrick Meehan	Retiring	D+13
PA-06	Ryan Costello	Retiring	D+2
PA-07	Charlie Dent	Retiring	D+1
PA-11	Lou Barletta	Running for Senate	R+14
PA-13	Bill Shuster	Retiring	R+4
SC-04	Trey Gowdy	Retiring	R+15
SD-AL	Kristi Noem	Running for Governor	R+14
TN-02	Jimmy Duncan	Retiring	R+20
TN-06	Diane Black	Running for Governor	R+24
TN-07	Marsha Blackburn	Running for Senate	R+20
TX-02	Ted Poe	Retiring	R+11
TX-03	Sam Johnson	Retiring	R+13
TX-05	Jeb Hensarling	Retiring	R+16
TX-06	Joe Barton	Retiring	R+9
TX-21	Lamar Smith	Retiring	R+10
TX-27	Blaise Farenthold	Retiring	R+13
VA-06	Bob Goodlatte	Retiring	R+13
WA-08	Dave Reichert	Retiring	EVEN
WV-03	Evan Jenkins	Running for Senate	R+23

Congressional District Detail – The Cook Political Report

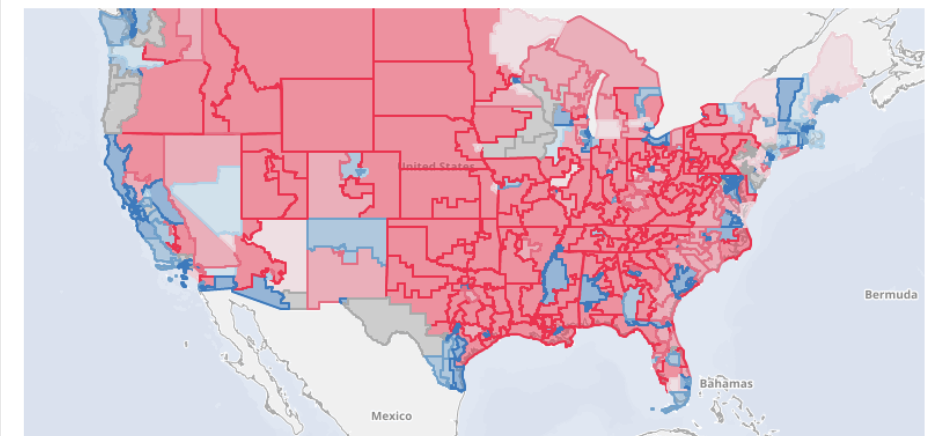


Downloadable District List

Search

DIST	MEMBER	PARTY	PVI	2016 D%	2016 R%	CLINTON %	TRUMP %
Alabama-01	Bradley Byrne	R	R+15	0.0%	96.4%	33.8%	63.0%
Alabama-02	Martha Roby	R	R+16	40.5%	48.8%	32.8%	64.5%
Alabama-03	Mike Rogers	R	R+16	32.9%	66.9%	31.9%	64.8%
Alabama-04	Robert Aderholt	R	R+30	0.0%	98.5%	17.3%	79.8%
Alabama-05	Mo Brooks	R	R+18	33.2%	66.7%	30.9%	63.7%
Alabama-06	Gary Palmer	R	R+26	25.4%	74.5%	25.8%	69.6%
Alabama-07	Terri Sewell	D	D+20	98.4%	0.0%	69.5%	28.3%
Alaska-AL	Don Young	R	R+9	36.0%	50.3%	36.6%	51.3%
Arizona-01	Tom O'Halleran	D	R+2	50.7%	43.4%	46.0%	47.0%
Arizona-02	Martha McSally	R	R+1	43.0%	57.0%	48.7%	43.9%
Arizona-03	Raul Grijalva	D	D+13	88.1%	0.0%	61.6%	32.1%

Map



OOH Creative Testing Tool – <http://creativetool.oaaa.org/>



OOH Formats:

- Bulletin
- Poster
- Custom Extension
- Wall
- Bus
- Bus Shelter
- Taxi
- Mobile Billboard
- Transit Station
- Shopping Mall
- Airport

OOH Environment Views:

- Highway
- Urban
- Suburban
- Rural

Renderings can be emailed directly to clients

Zoom feature

OOH Creative Testing Tool

PROJECTS CREATIVE EXAMPLES INSTRUCTIONS

Welcome

The OOH Creative Testing Tool allows you to view billboard, street furniture and transit creative in the environment. Once you have uploaded your creative, you will be able to zoom in and out to see the work at a range of distances, share the rendering with colleagues and clients, and print out a copy for your records.

This tool requires an active OAAA account. Members should contact OAAA at (202) 833-5566 for assistance in retrieving their log-in information.

Log in to Your Account

Username*

Password*

LOGIN

[Register for Access](#)

- Free to use
- One time registration

View Creative Examples



Airport LG



Airport XL



Building



Bulletins

OOH Resources To Help Campaigns



OAAA OOH Media Locator by:

- CBSA
- DMA
- Format
- Media Company (with direct link)
- Export search results in Excel

OOH MEDIA LOCATOR

FIND AN OOH MEDIA COMPANY

The OOH Media Locator has multi-level search capabilities. Select a CBSA or DMA market and a media category or a specific format if you want to further refine your search.

Should you experience any difficulties with the OOH Media Locator, please clear your browser cache. If issues persist, please contact OAAA at (202) 833-5566 for immediate resolution.

SEARCH BY:

CBSA DMA

Operating DMAs

- Abilene / Sweetwater TX
- Albany / Schenectady / Troy NY
- Albany GA
- Albuquerque / Santa Fe NM
- Alexandria LA
- Alpena MI
- Amarillo TX
- Anchorage AK

Category

- Billboards
- Street Furniture
- Transit
- Place-Based OOH
- Select all OOH Categories and Formats

Choose Format

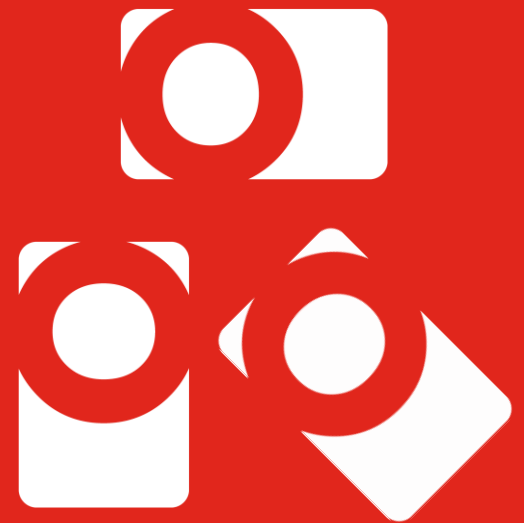
- Digital Bulletins
- Digital Posters
- Digital Spectaculars
- Printed Bulletins
- Printed Junior Posters
- Printed Posters
- Printed Spectaculars
- Printed Wall Murals

Select/Deselect All

Search Clear Filters

Export

MORE OOH POLITICAL CAMPAIGN ADS



OOH Political Campaigns



OOH Political Campaigns



OOH Political Campaigns





Questions?

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