



PSA

## Creative Specifications

Every year, OAAA designates a select number of non-profits as national public service partners. Through this partnership, OAAA provides placement and promotional support for cause-related campaigns, calling on OAAA member companies to donate available OOH ad space\*.

\*Please Note: Space and specific units/formats are not guaranteed and will only be provided on an available basis.

To be eligible as an OAAA public service partner, organizations must meet the following criteria:

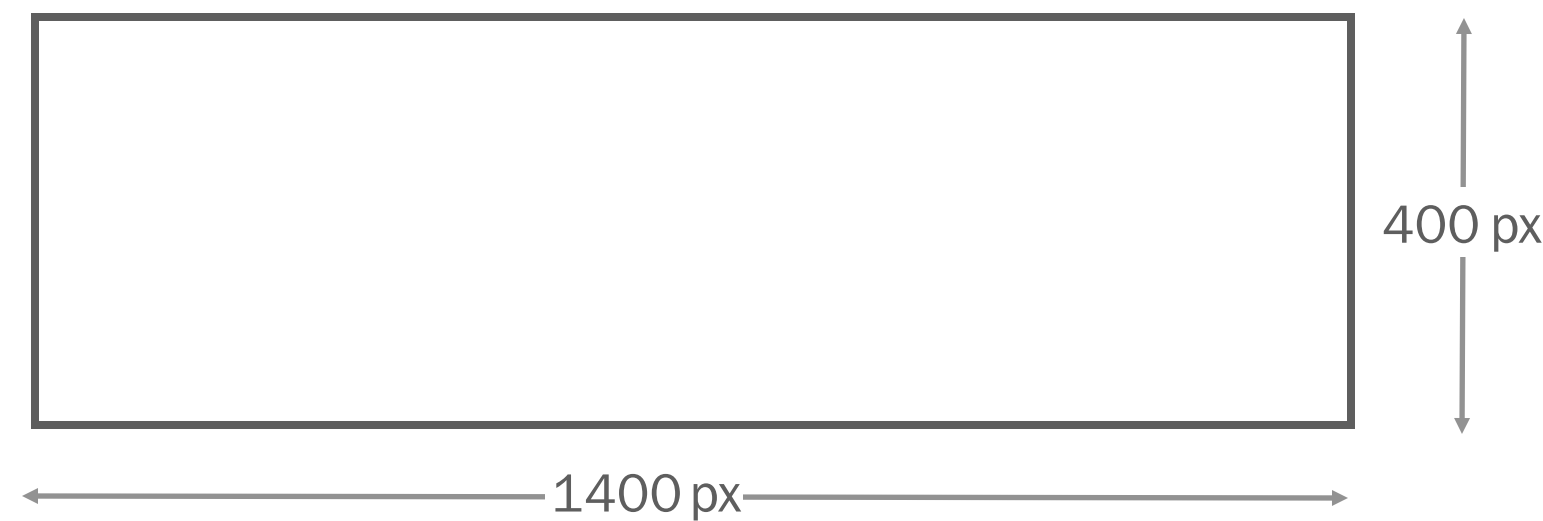
- ▶ Non-profit; charitable, or civic in nature
- ▶ Spend no money for advertising time or space in any competing medium
- ▶ Communicate a message that is not commercial, political, or editorial in nature
- ▶ Promote a campaign with a national footprint



# Recommended Digital Formats

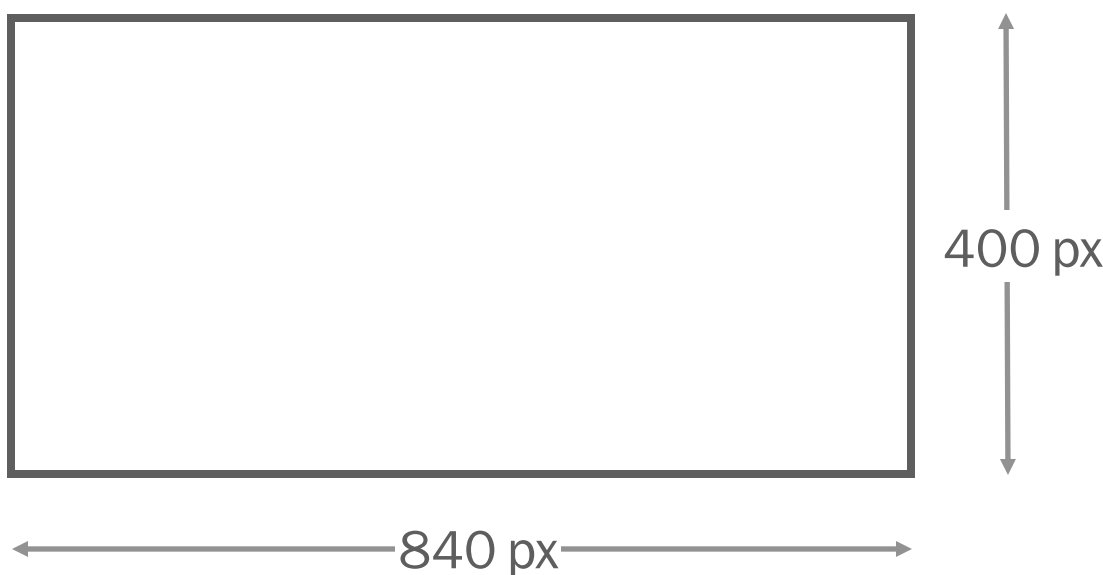
All PSA partners are encouraged to provide creative assets in 3 industry-standard sizes fit for most digital bulletins, posters, and bus shelters/kiosks. All formats accommodate static image creative, while some may also offer motion video capabilities. These are the most common unit sizes in the industry; however, some OOH suppliers may have unit specifications that differ. Depending on the OAAA member suppliers that participate, additional file sizes may be requested.

## Bulletin



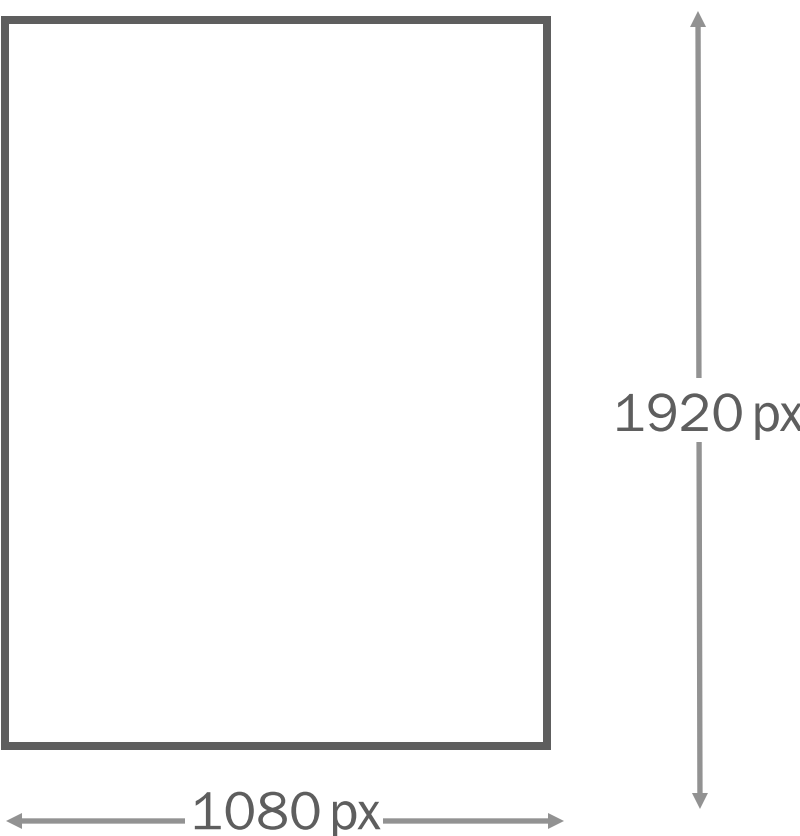
- Common Specifications**
- Typical Physical Size: 14’ H x 48’ W
  - Pixel Ratio: 400 H x 1400 W
  - Aspect Ratio: 7:2
  - Color Type: RGB
  - Creative Type: Digital Static
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.

## Poster



- Common Specifications**
- Typical Physical Size: 10’ 5” H x 22’ 8” W
  - Pixel Ratio: 400 H x 840 W
  - Aspect Ratio: 21:10
  - Color Type: RGB
  - Creative Type: Digital Static
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.

## Bus Shelter/Kiosk

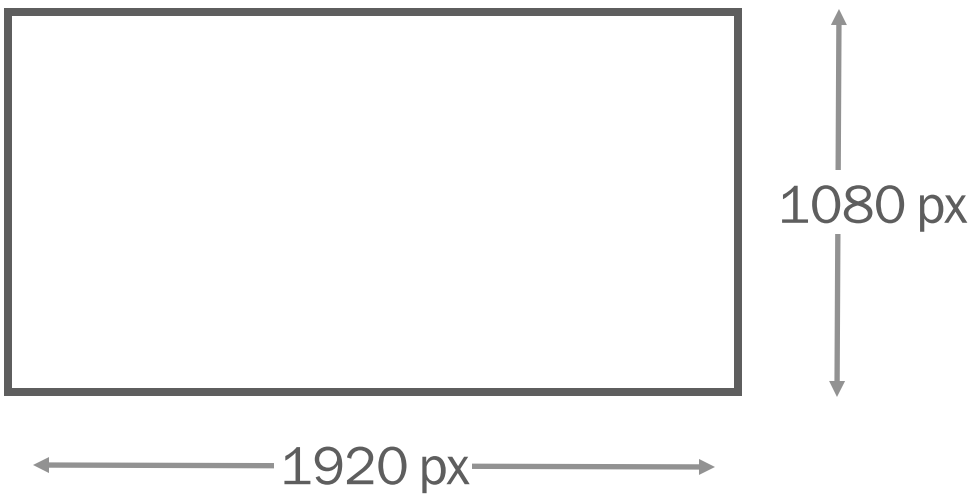


- Common Specifications**
- Typical Physical Size: Varies by Location
  - Pixel Ratio: 1920 H x 1080 W
  - Aspect Ratio: 9:16
  - Color Type: RGB
  - Creative Type: Digital Static & Video
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.
  - Video Creative File Type: .mp4
  - Video Lengths (Sec): :08, :10, :15

# Optional Digital Formats

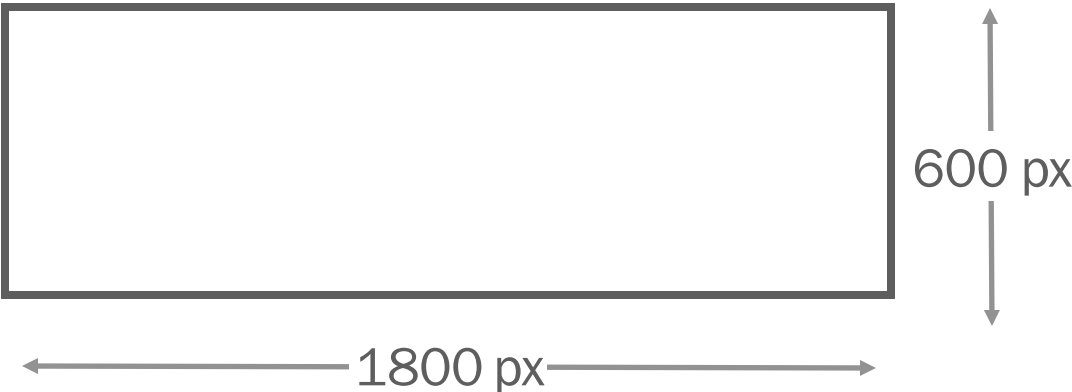
While not required, if time and bandwidth permits, please consider developing creative assets in some or all of the sizes below. The more sizes provided, the larger the potential inventory pool for your campaign. Providing an asset does not guarantee that you will run on the format, but it will increase the chances, should the space become available.

## Horizontal Screen



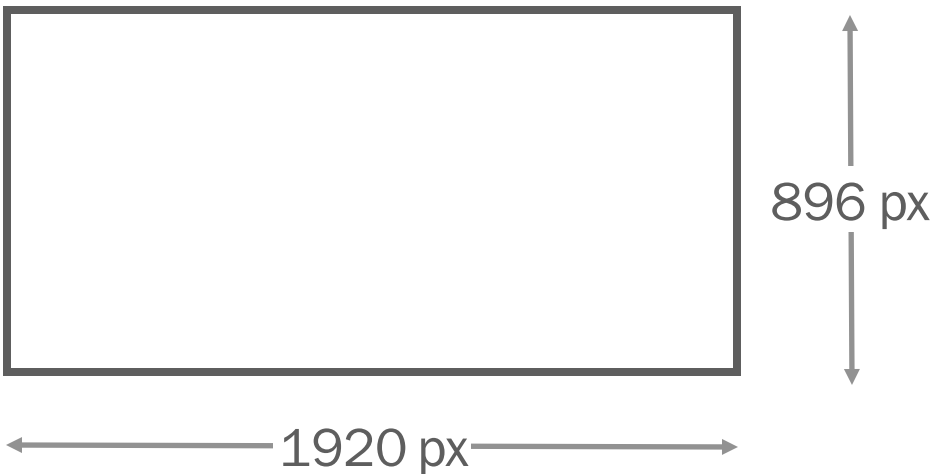
- Common Specifications**
- Typical Physical Size: Varies by Location
  - Pixel Ratio: 1080 H x 1920 W
  - Aspect Ratio: 16:9
  - Color Type: RGB
  - Creative Type: Digital Static & Video
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.
  - Video Creative File Type: .mp4
  - Video Lengths (Sec): :08, :10, :15

## Large Bulletin



- Common Specifications**
- Typical Physical Size: 20’ H x 60’ W
  - Pixel Ratio: 600 H x 1800 W
  - Aspect Ratio: 3:1
  - Color Type: RGB
  - Creative Type: Digital Static
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.

## Urban Panel



- Common Specifications**
- Typical Physical Size: Varies by Location
  - Pixel Ratio: 896 H x 1920 W
  - Aspect Ratio: 15: 7
  - Color Type: RGB
  - Creative Type: Digital Static
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.

## Newsstand



- Common Specifications**
- Typical Physical Size: Varies by Location
  - Pixel Ratio: 612 H x 1088 W
  - Color Type: RGB
  - Creative Type: Digital Static & Video
  - Digital Static Creative File Type: JPGs saved at the highest quality setting, and uncompressed.
  - Video Creative File Type: .mp4
  - Video Lengths (Sec): :08, :10, :15

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# Optional Digital Formats

- **Walk-Up:**

768 H x 1024 W

- **In-Transaction:**

768 H x 597 W

- **Transit Bus Kings:**

30 H x 144 W

- **Other Dimensions:**

480 H x 1760 W

720 H x 2240 W

576 H x 1728 W

234 H x 846 W



# File Delivery

Email assets to the OAAA Marketing Team (marketing@oaaa.org) **10 business days prior to campaign start.**

## Creative Best Practices

### Copy/Typography

- ▶ Make sure the font/typeface is legible from a distance.
- ▶ Keep the message short and to the point.
- ▶ Contextual messages are more memorable.
- ▶ 7 words or less is a proven benchmark.

### Visuals

- ▶ If using photos, select imagery with a strong focal point.

### Color

- ▶ When designing for digital and using an all white background, it's good practice to make the white a 10% black.

### Messaging

- ▶ Include a clear call to action.

### Creative Refresh

- ▶ For long running campaigns (8+ weeks), refreshing ad creative over time will help improve overall ad retention. For best results, change creative elements every two months.

For more insight into creating memorable and engaging OOH ads, review our [Creative Best Practices](#) guide. For any questions, please contact marketing@oaaa.org.





Out of Home Advertising Association of America