

Political Primer: OOH Delivers Value and Effectiveness

2026 Political Preview & Opportunities

How Political Advertising Differs

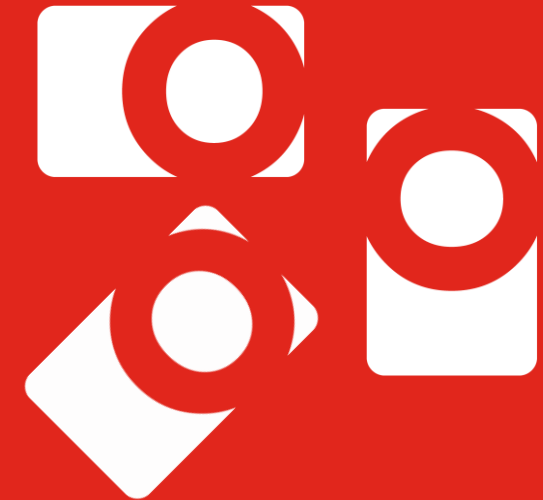
Key Voter Trends

OOH Proof Points for Political & Advocacy

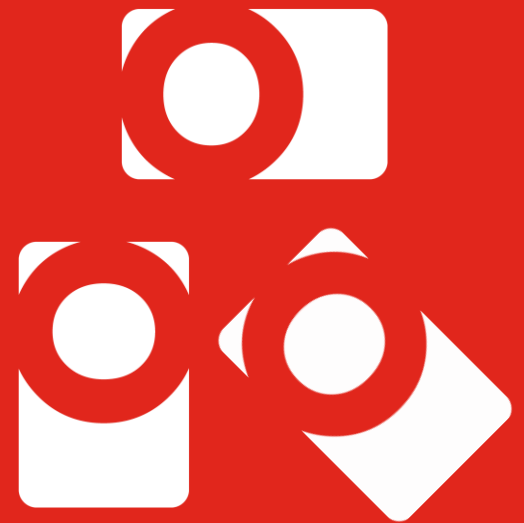
Political Agencies and Organization Contact List

APPENDIX

- **OOH Political & Advocacy Ad Examples**
- **Creative & Media Planning Resources**



2026 Political Preview & Opportunities



Three Issues That Will Impact 2026 Political Ad Spend

SUPREME COURT

- The US Supreme Court decision struck down limits on political party spending in coordination with candidates, and determined the parties are eligible for the lowest unit rate in broadcast media. This could lead to even greater spending and will likely translate to more direct spend by political parties and away from PACs to access the lower rates

CONGRESSIONAL REDISTRICTING

- Created entirely new maps in nine states (AL, CA, FL, LA, MO, NC, OH, TX, UT)

PERSONAL ENGAGEMENT WITH VOTERS

- Campaigns' growing dissatisfaction with social media as a tool to reach voters – and their recognition of the superiority of personal touch

2024 Political Ad Spend Set Record of over \$11 Billion

Exceeded previous record from 2020 by almost \$1 Billion

- Presidential candidates: Spent \$1.8 billion
- Congressional candidates (House and Senate): Spent \$3.7 billion
- Political parties: Disbursed \$2.6 billion
- PACs/Independent expenditures: Totaled over \$3 billion
- By channel:

\$5.4B Broadcast TV	\$2.3B CTV
\$2.3B Cable/Satellite	\$1.6B Digital
\$326 Million Radio	\$26 Million OOH



Source: AdImpact, MediaRadar

2026: Greatest Opportunity in History

AdImpact has revised its 2026 election cycle projection to \$11.6B which would make it the most expensive campaign season in history

AdImpact projects:

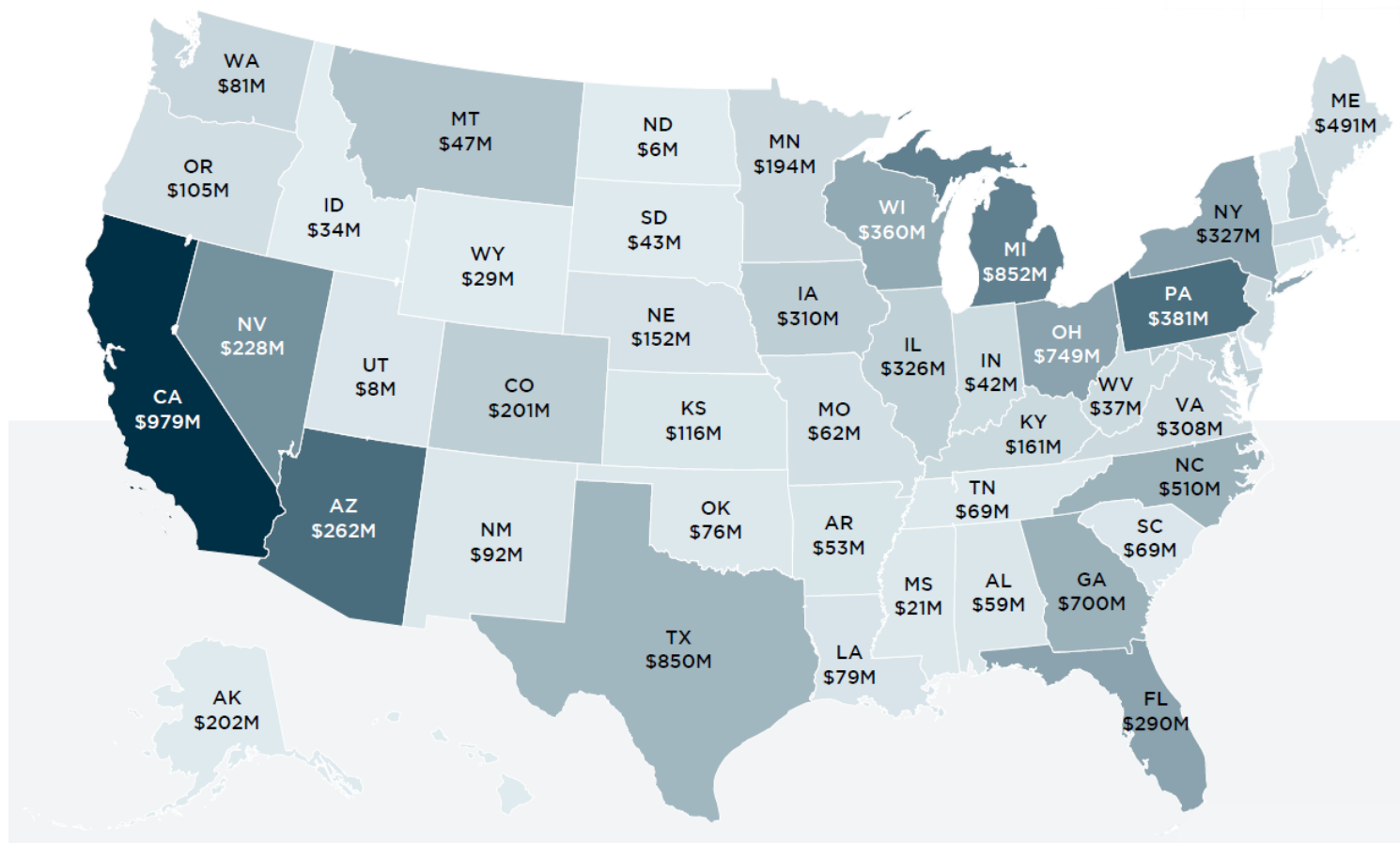
- 4% growth over the 2024 cycle's \$11.2B total, eclipsing the midterm record set in 2022 at \$8.9B, and the \$11.2B spent during the 2024 presidential cycle
- \$5.6B on broadcast, \$1.4B on cable, \$2.6B on CTV, \$1.6B on digital, \$273M on radio, and \$88M on satellite
- \$3.4B in the Senate races, \$2.0B in the House, \$2.4B in Gubernatorial, \$698M in State Legislature, and \$3.0B in the Downballot category



Source: AdImpact

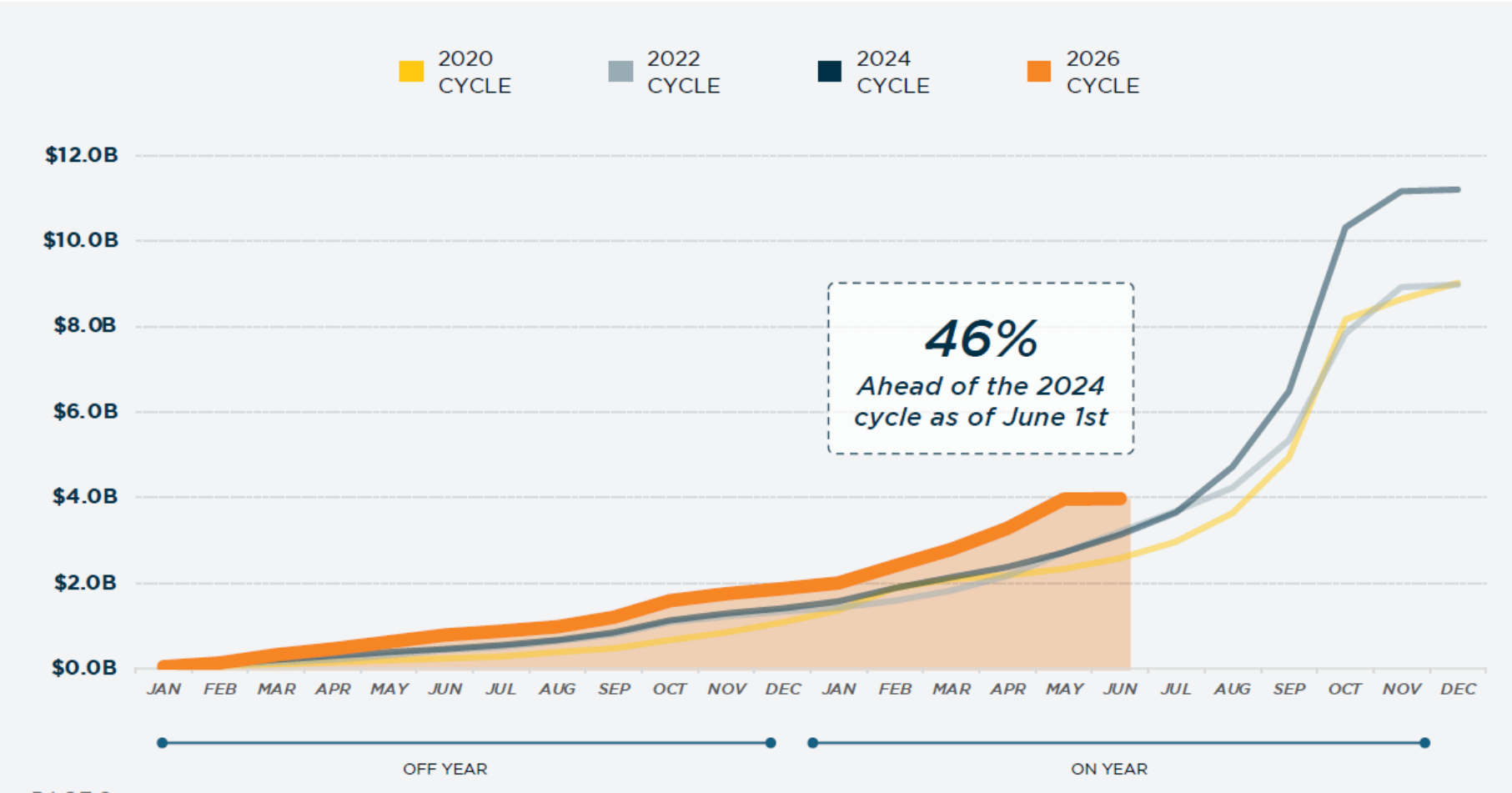


Projected Overall State Spending



Out of Home Advertising Association of America

2026: Tracking at an Unprecedented Pace



Source: AdImpact

2026 Political Ad Spend Focus: Offices, States, Ballot Measures



US Senate

- AK, ME, MI, OH are toss ups
- GA, IA, NC, NH and TX should be competitive

US House

- 40 seats “in play”, with 17 true toss up races in CA, CO, FL, IA, ME, MI, NC, NJ, NY, OH, PA, TX, VA, WI
- States with 23 competitive seats: AZ, CA, FL, IA, MI, MT, NC, NE, NJ, NM, NV, NY, OH, PA, TX, VA, WA

Governors

- GA, IA, NV, OH, WI are toss ups
- KS, MI and NH should be competitive

State Legislatures and Supreme Courts

- 46 states are holding [regular legislative elections](#), and 12 states are holding [special elections](#)
- 32 states are holding [Supreme Court elections](#) and 31 are holding [State Appellate Court elections](#)

Ballot Measures

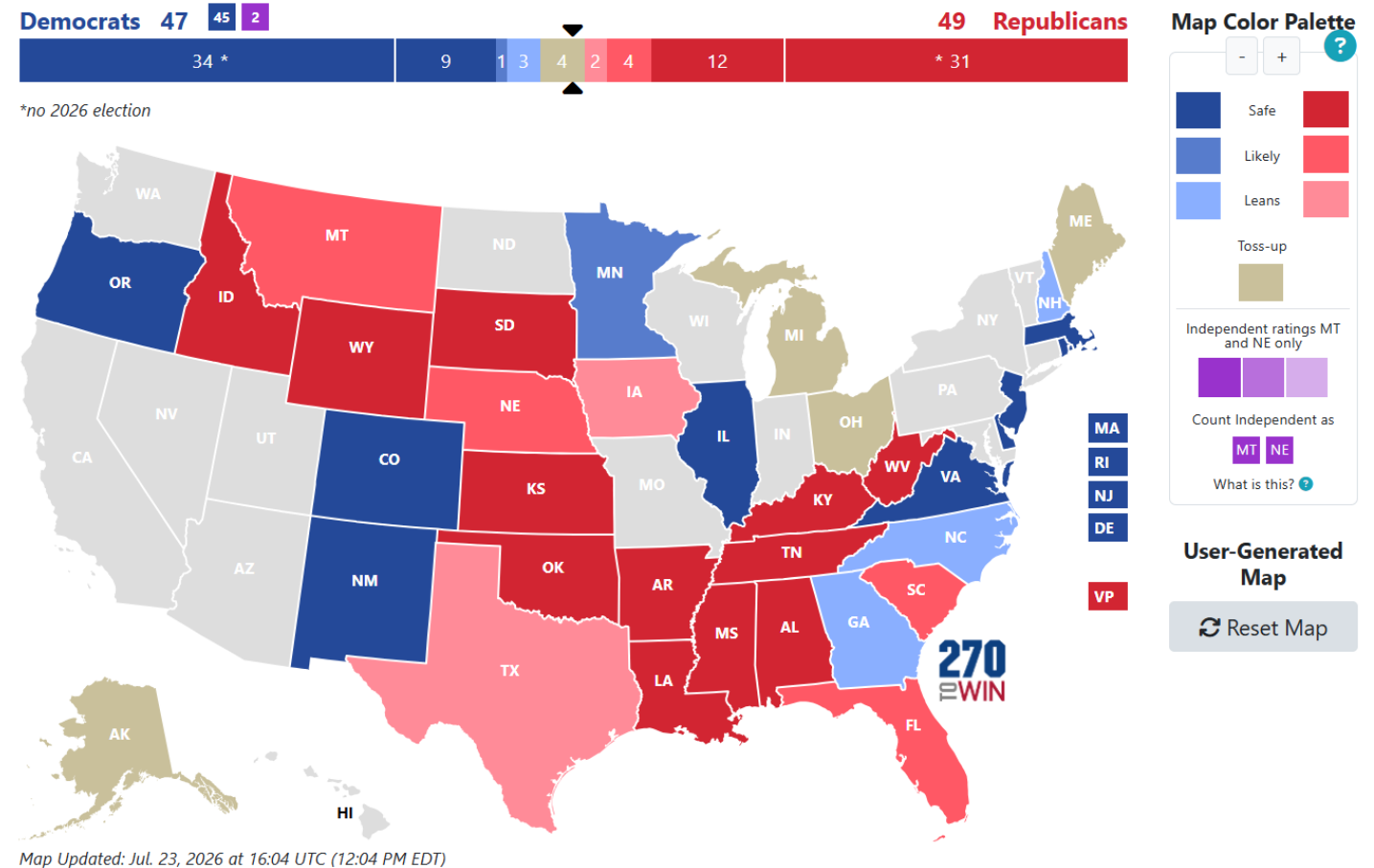
- 39 states have certified [148 statewide ballot measures](#) and 6 states have certified [local ballot measures](#)

Source: 270toWin.com, Ballotpedia, The Cook Political Report

US Senate Outlook: Nine Competitive Races

US Senate

- 53/47 current Republican majority
- AK, ME, MI, OH are toss ups
- GA, IA, NC, NH and TX should be competitive (including primaries)

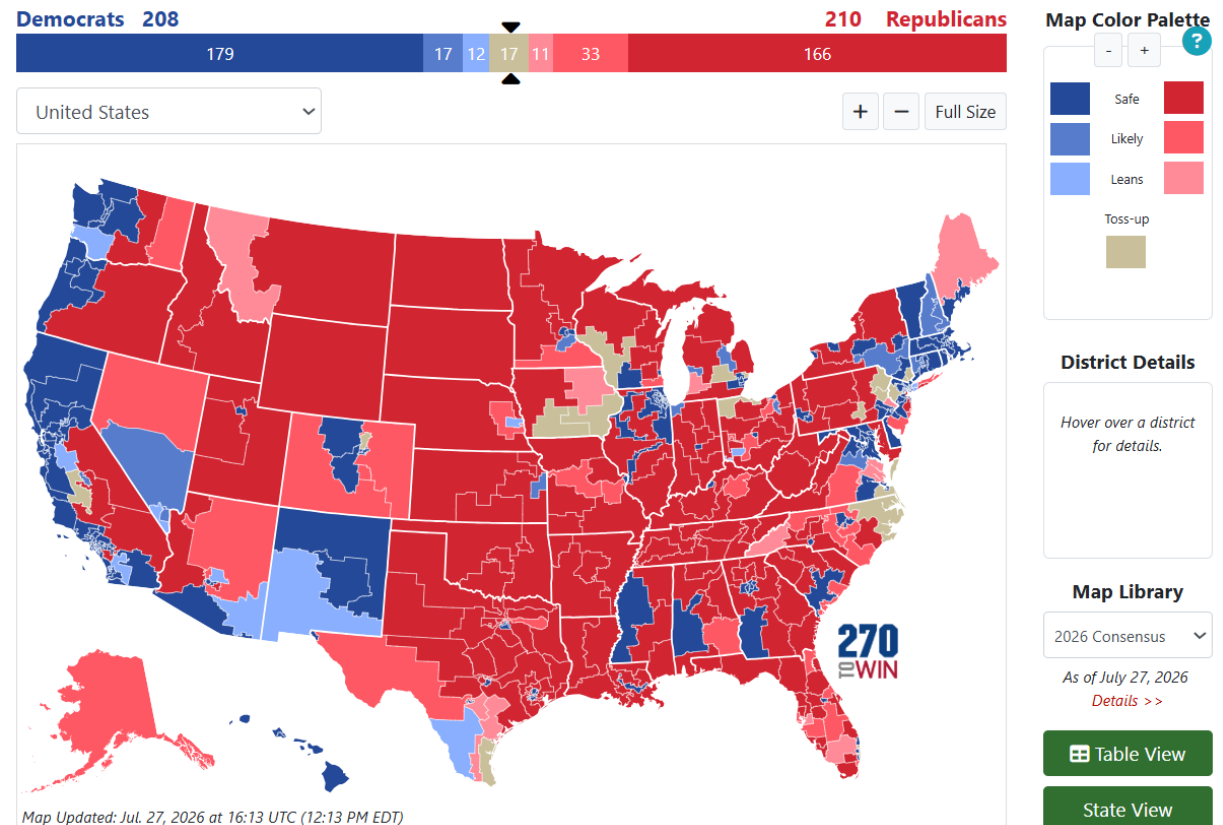


Source: 270towin

US House Outlook: 40 Competitive Races

US House

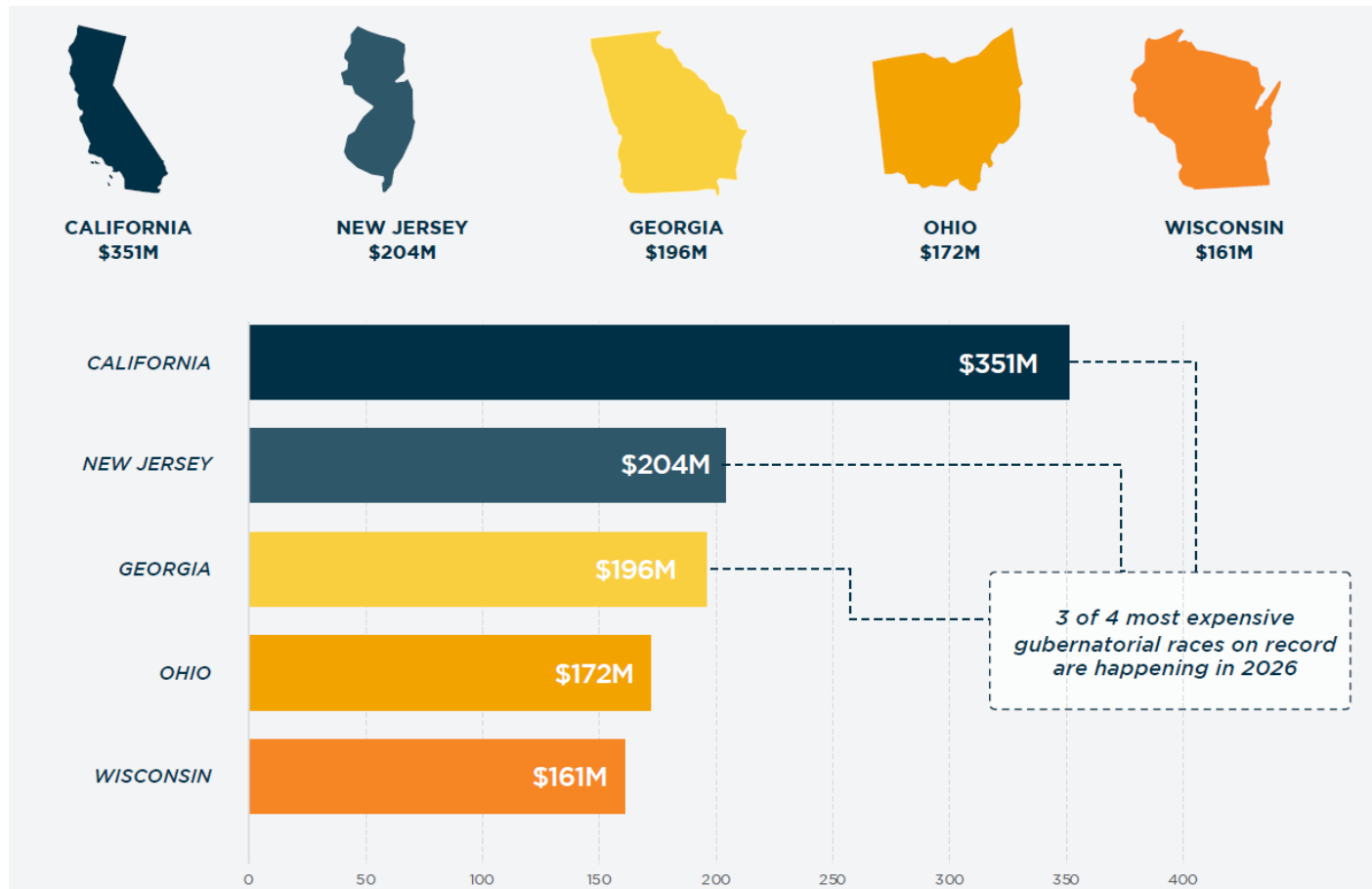
- Republicans +3 majority, 40 seats “in play”, with 17 true toss up races in CA, CO, FL, IA, ME, MI, NC, NJ, NY, OH, PA, TX, VA, WI
- States with 23 competitive seats: AZ, CA, FL, IA, MI, MT, NC, NE, NJ, NM, NV, NY, OH, PA, TX, VA, WA



Source: 270towin

Gubernatorial Outlook: Eight Competitive Races

States projected to have the largest spend in 2026

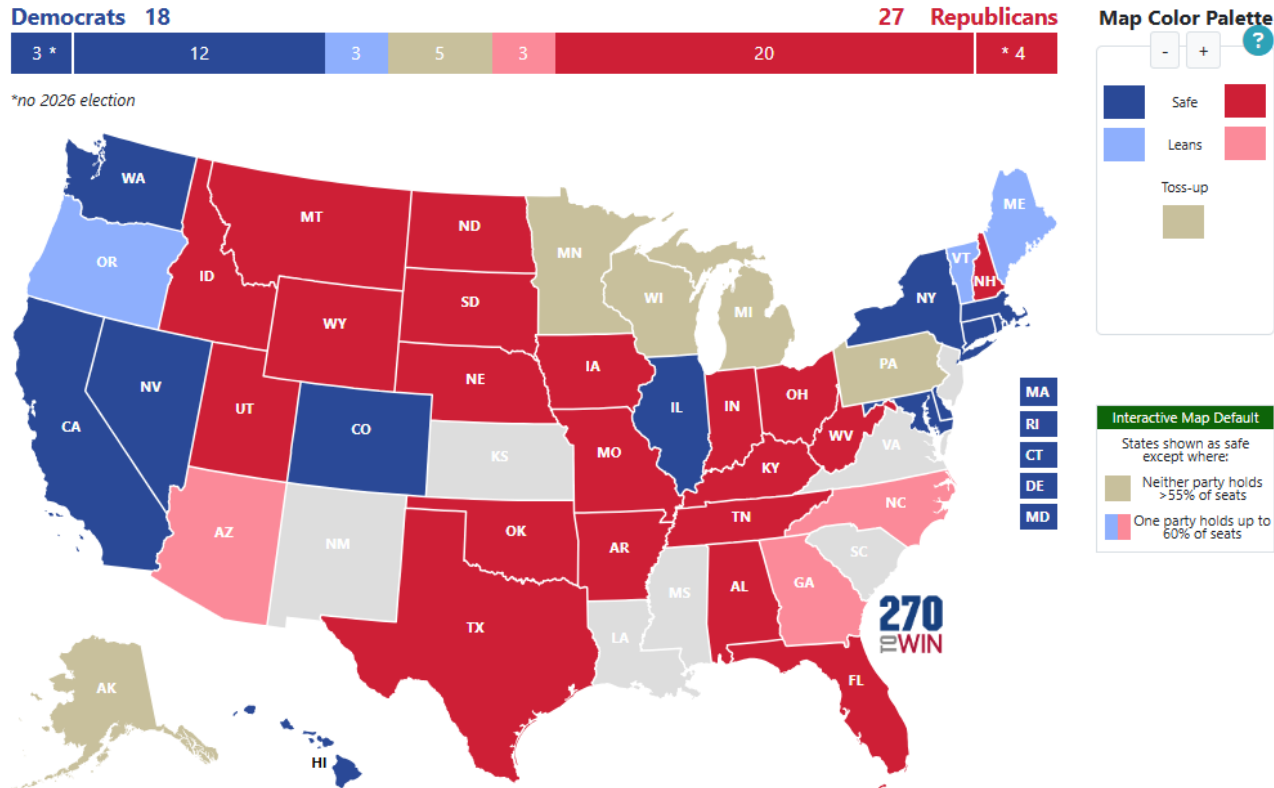


Governors

- GA, IA, NV, OH, WI are toss ups
- KS, MI and NH should be competitive

Source: 270toWin

State Legislatures + State Courts Outlook



State Legislatures and Supreme Courts

- 46 states are holding regular legislative elections, and 12 states are holding special elections
- 32 states are holding Supreme Court elections and 31 are holding State Appellate Court elections

2026 State Senate Elections

	Current	2026	2027	2028
Current	20	1	29	0
Interactive Map Above	18	0	27	5

Upcoming Elections (by Controlling Party)

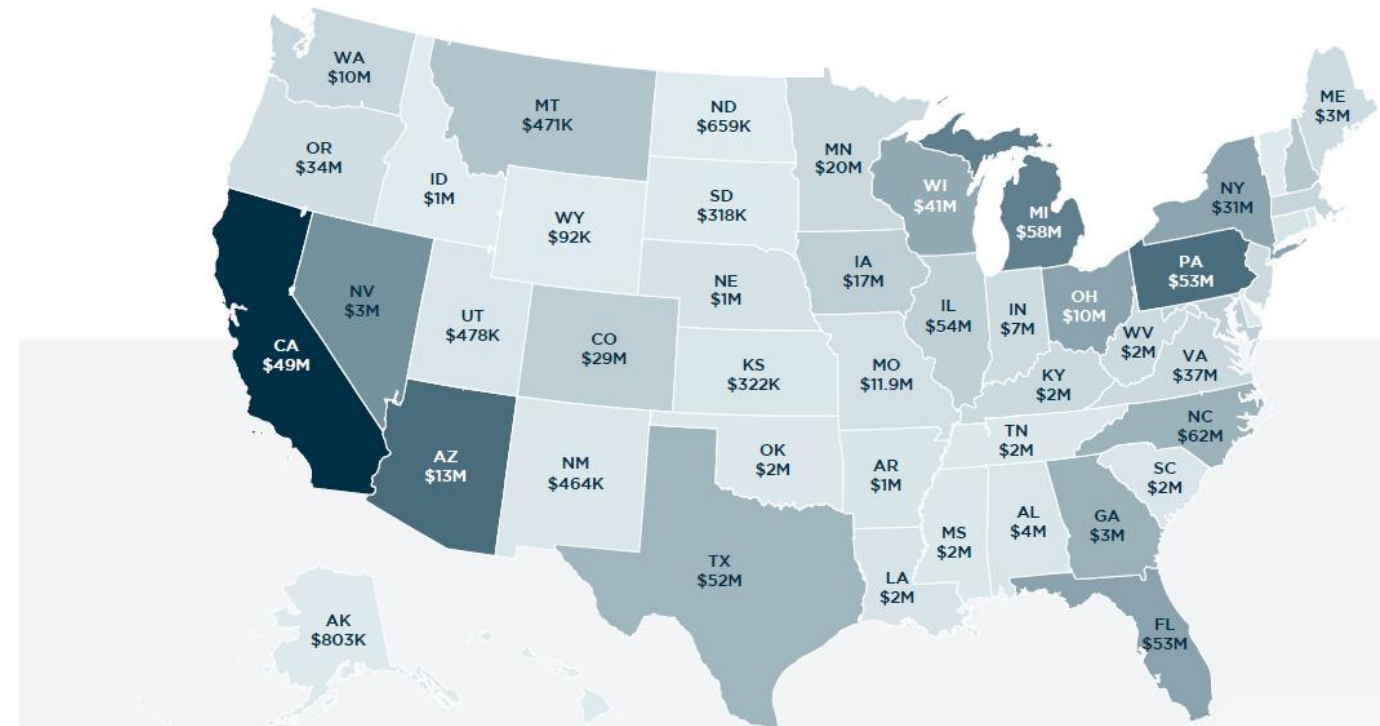
	Current	2026	2027	2028
●	20	17	2	1
●	1	1	0	0
●	29	25	2	2

Source: 270toWin, Ballotpedia

Downballot Offers Greatest OOH Opportunity

- Downballot and state legislative should reach record levels in 2026 - a combined projected \$3.7B surpassing the \$3.2B set in 2022 by 14%
- Downballot is projected at \$3.0B, the highest single-cycle total on record, edging past 2022's \$2.8B by 6%
- State legislative spending is projected at \$698M 2026, up 17% over 2024's \$594M
- With 121 statewide ballot measures certified across 37 states as of June, spending is expected to accelerate through the fall
- State legislative spending is on pace to reach a projected record of \$698M
- The downballot and state legislative environment represents the most expensive nonfederal election cycle on record, driven by high-stakes ballot measures, competitive state elections, and redistricting battles

Projected State Legislature Spending



Local Races and Ballot Measures: OOH's Biggest Opportunities

- [Ballotpedia](#) – free website with compilation of local and state races and candidates listed by state, and ballot measures by state (navigate to 2026 elections)
- Secretary of State websites also list elections and candidates
- [148 statewide ballot measures](#) have been certified for the ballot in 39 states in 2026, while six states have certified [local ballot measures](#)

The following is a list of state ballot measures that will be decided at an elections other than the general election on November 3, 2026.

May 16

- [Louisiana Allow Parishes to Exempt Business Inventory from Property Taxation Amendment \(May 2026\)](#)
- [Louisiana Increase Judicial Retirement Age to 75 Years Amendment \(May 2026\)](#)
- [Louisiana Legislative Authority to Add or Remove Unclassified Civil Service Positions Amendment \(May 2026\)](#)
- [Louisiana Repeal Certain Education Funds and Dedicate Revenues to Teachers' Retirement System Amendment \(May 2026\)](#)
- [Louisiana St. George Community School System Authority Amendment \(May 2026\)](#)

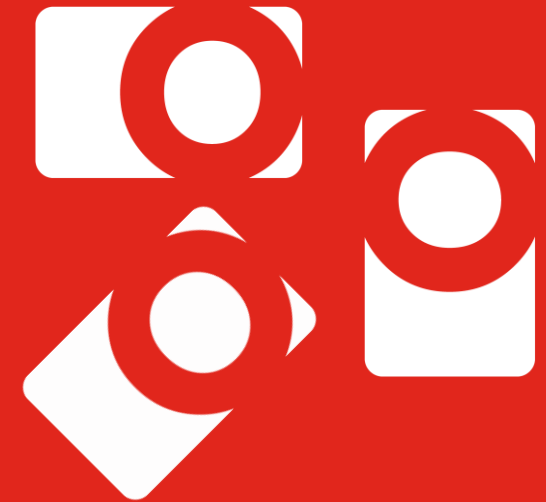
Arkansas

See also: [Arkansas 2026 ballot measures](#)

Type	Title	Subject	Description
LRCA	Creation of Economic Development Districts Amendment	Local government; Local government; Economic investment	Allow the legislature to create programs, including Economic Development Districts, and make loans and grants of public money to develop the state economy
LRCA	Citizenship Requirement for Voting Amendment	Citizenship voting	Provide that only U.S. citizens may vote in state or local elections
LRSS	Natural Resources Commission Bond Measure	Flood infrastructure; Storm infrastructure; Irrigation; Sewage and stormwater; Parks; Pollution; Bonds	Authorize the Arkansas Natural Resources Commission to issue up to \$500 million in general obligation bonds to fund water-related infrastructure projects including water treatment and transportation, waste disposal, pollution abatement, drainage, irrigation, flood control, and wetlands and aquatic resources infrastructure
LRCA	Right to Keep and Bear Arms Amendment	Constitutional rights; Firearms	Provide that the right to keep and bear arms is "a natural, fundamental, and individual right that shall not be infringed"

Source: Ballotpedia

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 Landscape – A Multitude of Players



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*)

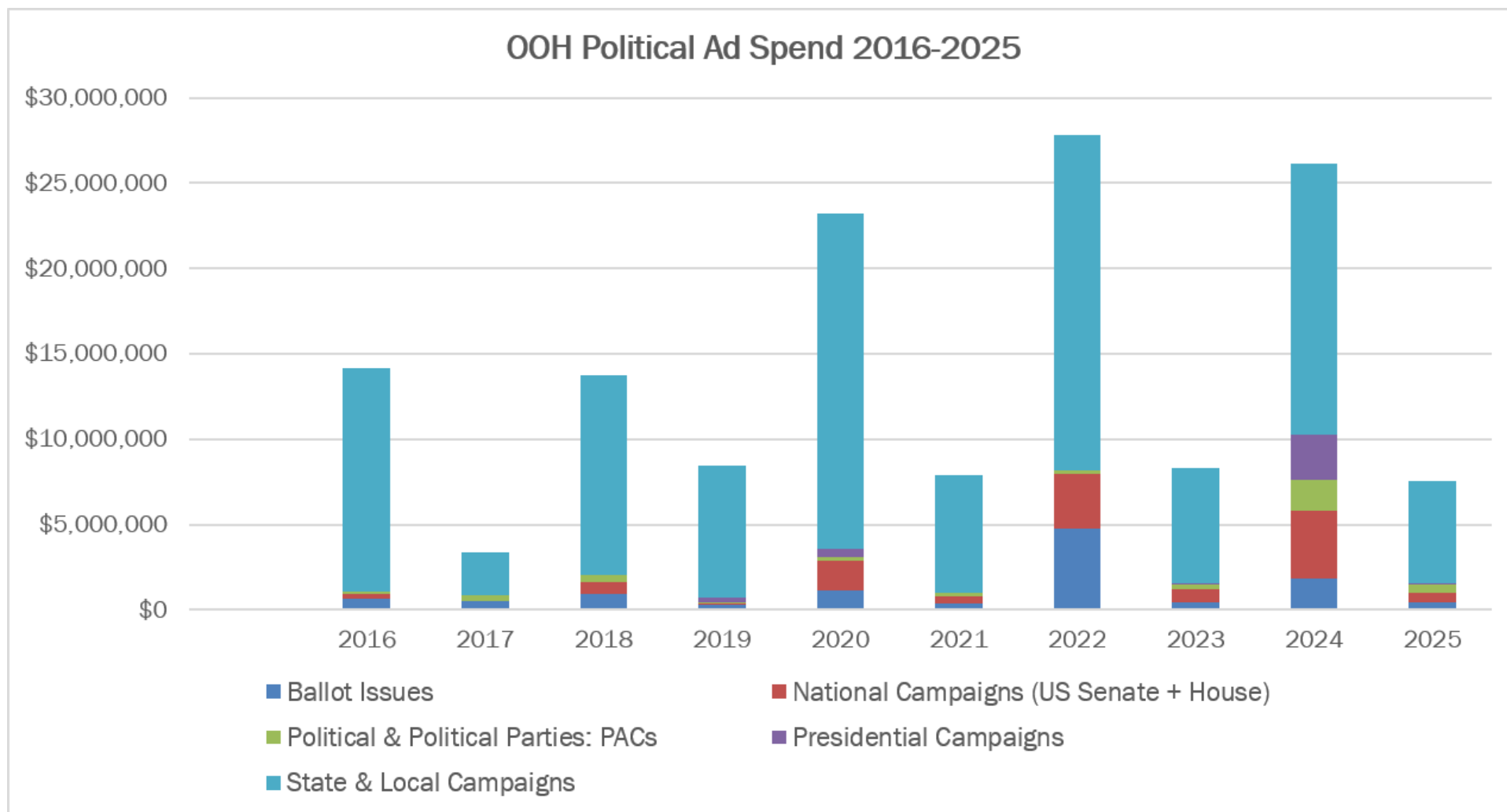
CREATIVE

Relevance to the target audience
(e.g. *healthcare messages surrounding area hospitals*)

INFRASTRUCTURE

Ability to execute quickly and seamlessly, very small margin for error.

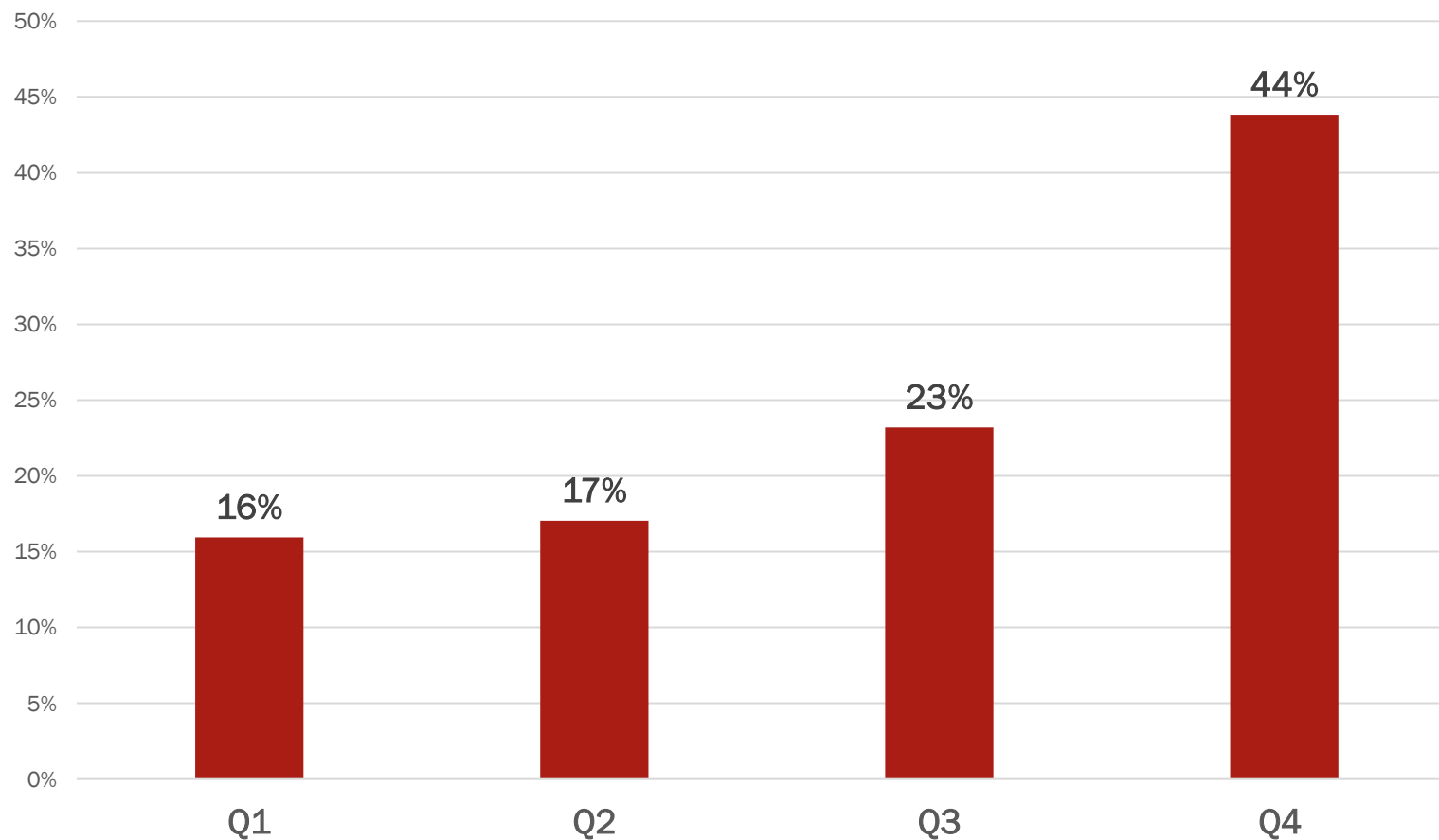
OOH Political Ad Spend: A Growth Category



Source: MediaRadar

OOH Political Ad Spend: 67% in H2 and 44% in Q4

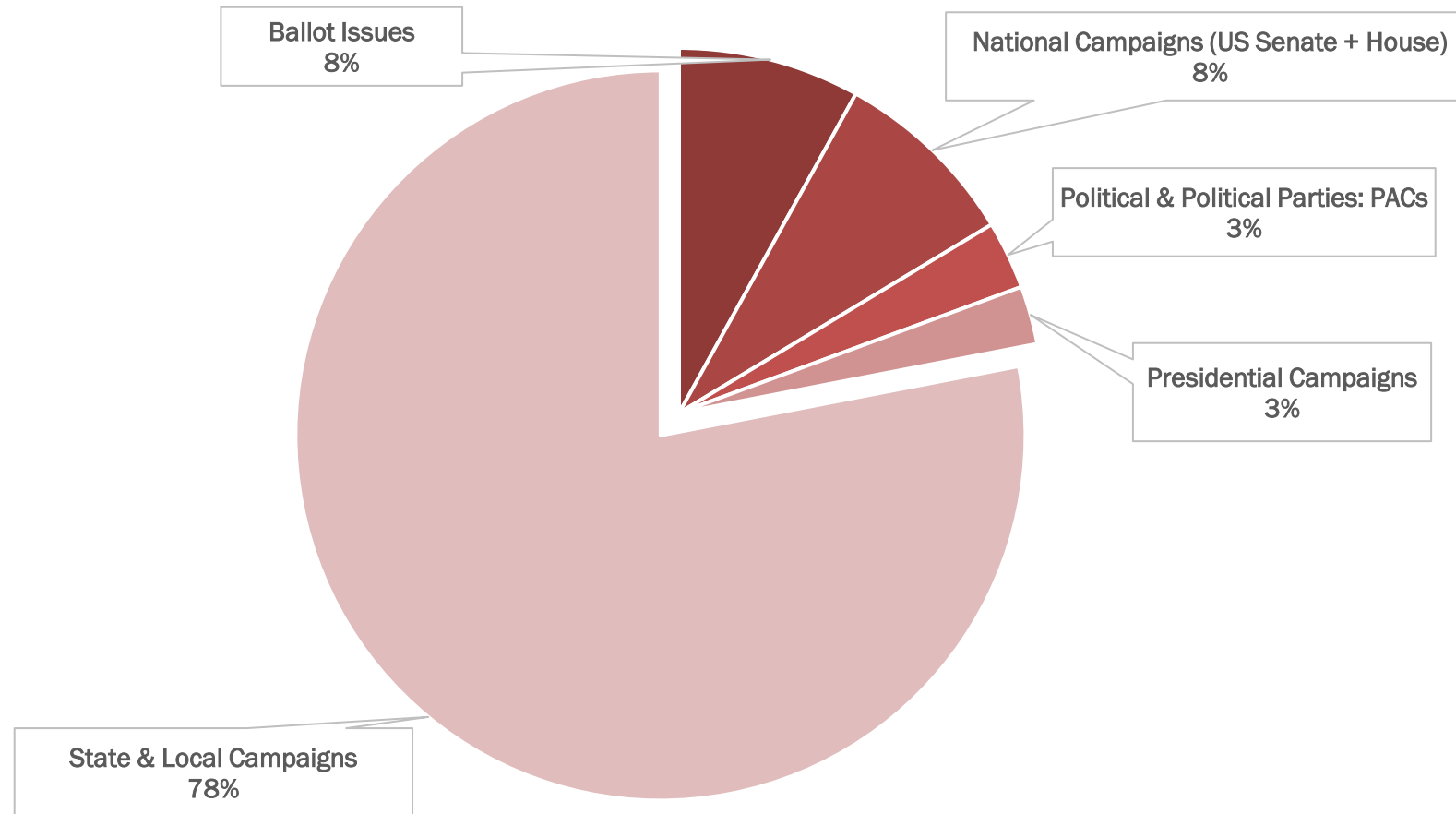
OOH Political Spend by Quarter - Even Year Elections
2018 - 2020 - 2022 - 2024



Source: MediaRadar

Almost 80% of OOH Political Ad Spend is Locally Driven

OOH Political Ad Spend 2016 - 2025

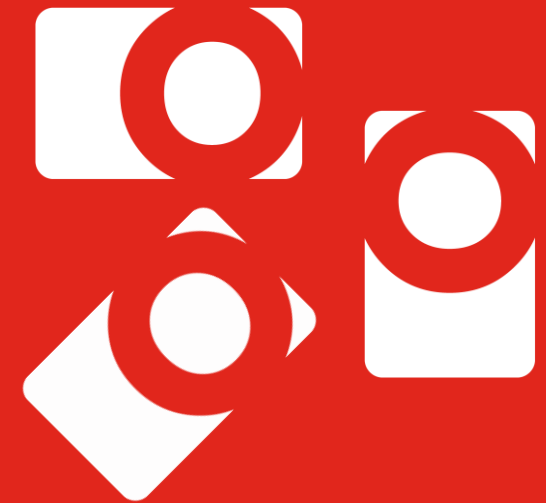


Source: MediaRadar

Political Rate Considerations for Candidate Campaigns

- OOH companies must charge equivalent rates for political candidate campaigns. This rate consistency applies for all political candidates across all parties, and to federal, state or local races.
- The rate equivalency should be based on the overall audience impression delivery cost (CPM). The rate does not have to be the exact same for each OOH piece of inventory, because audience delivery and cost vary by location. However, the overall CPM for the buy needs to be equivalent across candidate campaigns.
- OOH media companies are free to set the actual campaign rate (CPM) as they choose, but it must be the same for all candidate campaigns. OOH has no FEC legal obligation to give political advertisers the lowest rate, as there is with other federally-licensed media (TV, radio, etc).
- These restrictions apply only to political candidates. They do not apply to issue/advocacy advertising and OOH companies can charge whatever rate they deem appropriate.
- With programmatic OOH, as long as the OOH media company is not offering preferential treatment to any candidate or campaign, they are in compliance. In an open exchange, the OOH media company does not have the ability to control which bids are accepted or rejected, because it is blinded and therefore considered compliant. The OOH media company can still accept or reject the creative, but that is post-auction and after the pricing has been set.

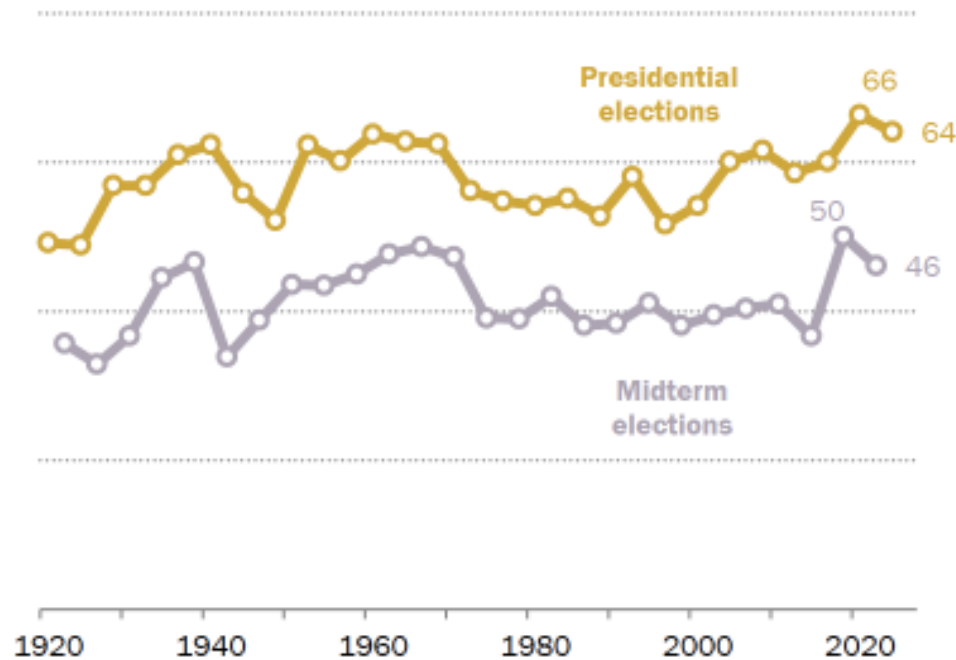
Key Voter Trends



Record Voter Turnout in Recent Elections: 2026 a New Record?

2020 and 2024 presidential contests were two of the highest-turnout elections in the past century

% of voting-eligible adults who turned out in each election



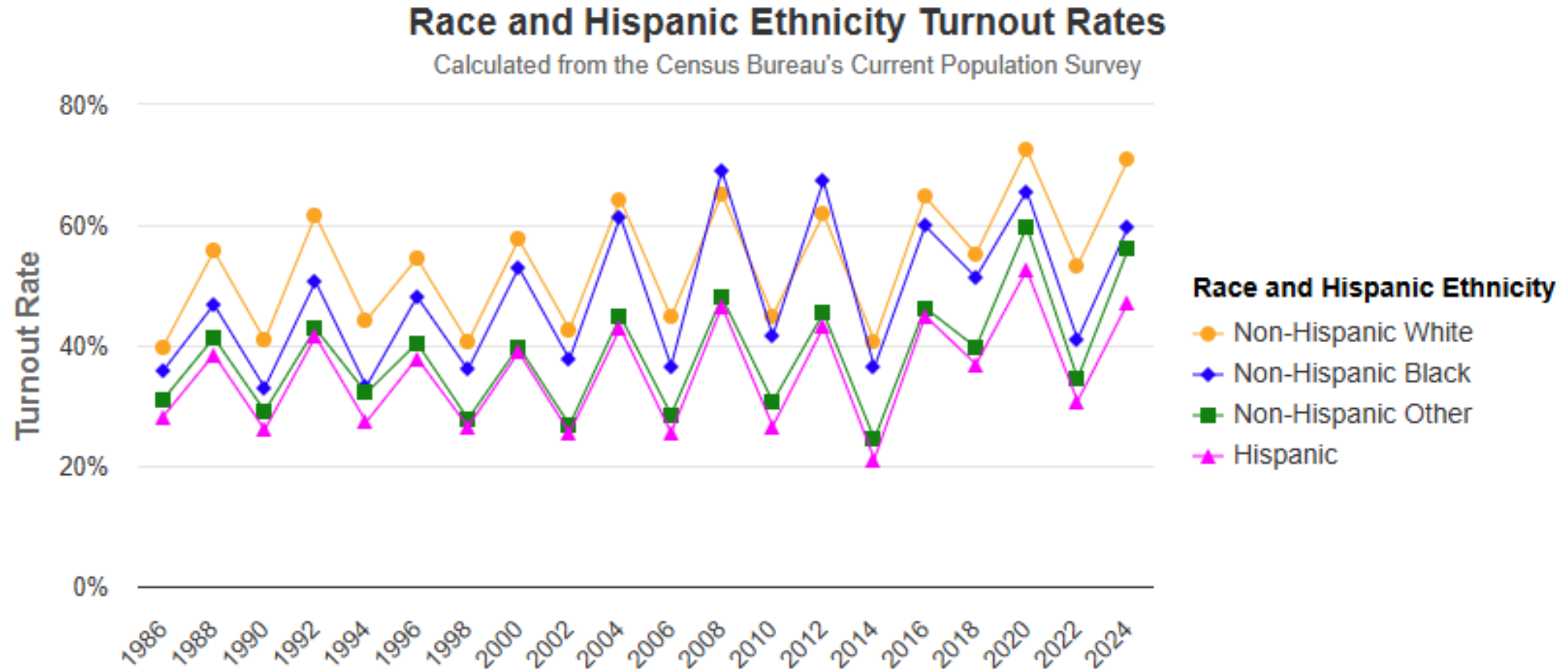
Note: Turnout data for presidential and midterm years compiled by University of Florida Election Lab, accessed June 2025. <https://election.lab.ufl.edu/voter-turnout/>

PEW RESEARCH CENTER

- Total US voter turnout of **64%** in 2024 was the second highest presidential turnout since 1960.
- Midterm turnout of **46%** in 2022 was near a midterm record high.

Source: Pew Research Center

Voter Trends: White and Black Citizens Top Ethnicity Turnout

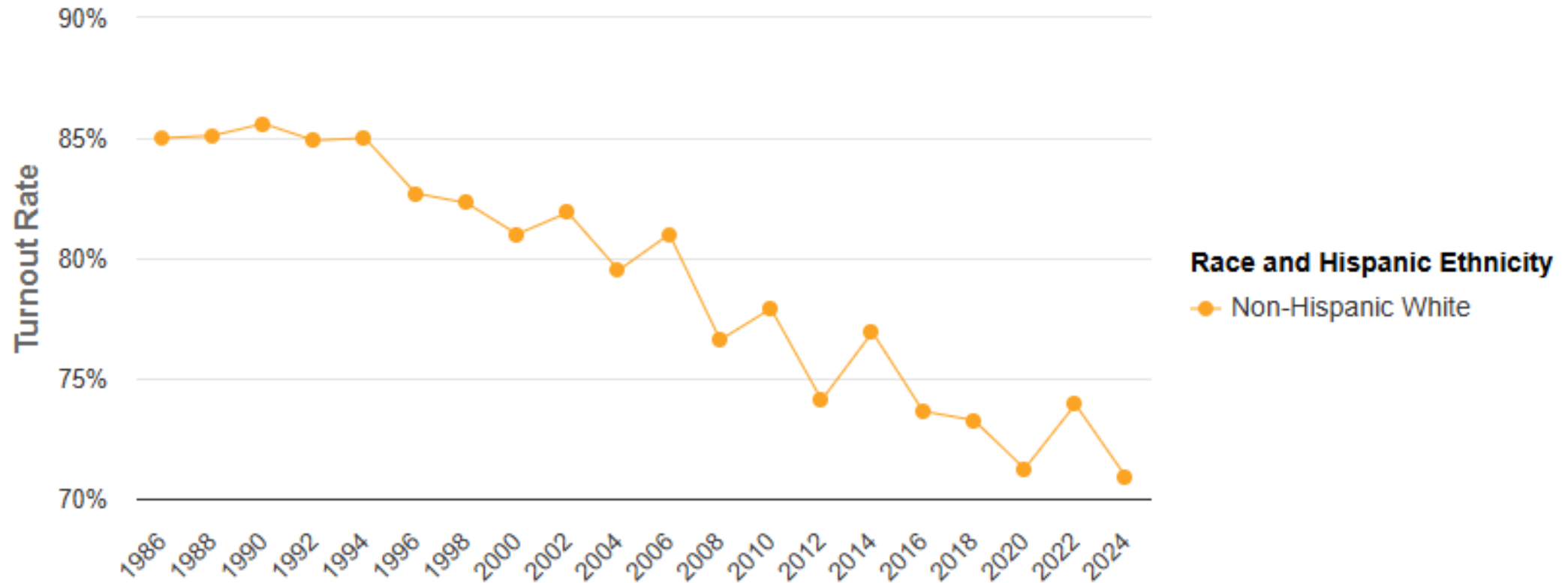


Created by the UF Election Lab (election.lab.ufl.edu)

Voter Trends: White Electorate Share Dropped to New Low in 2024

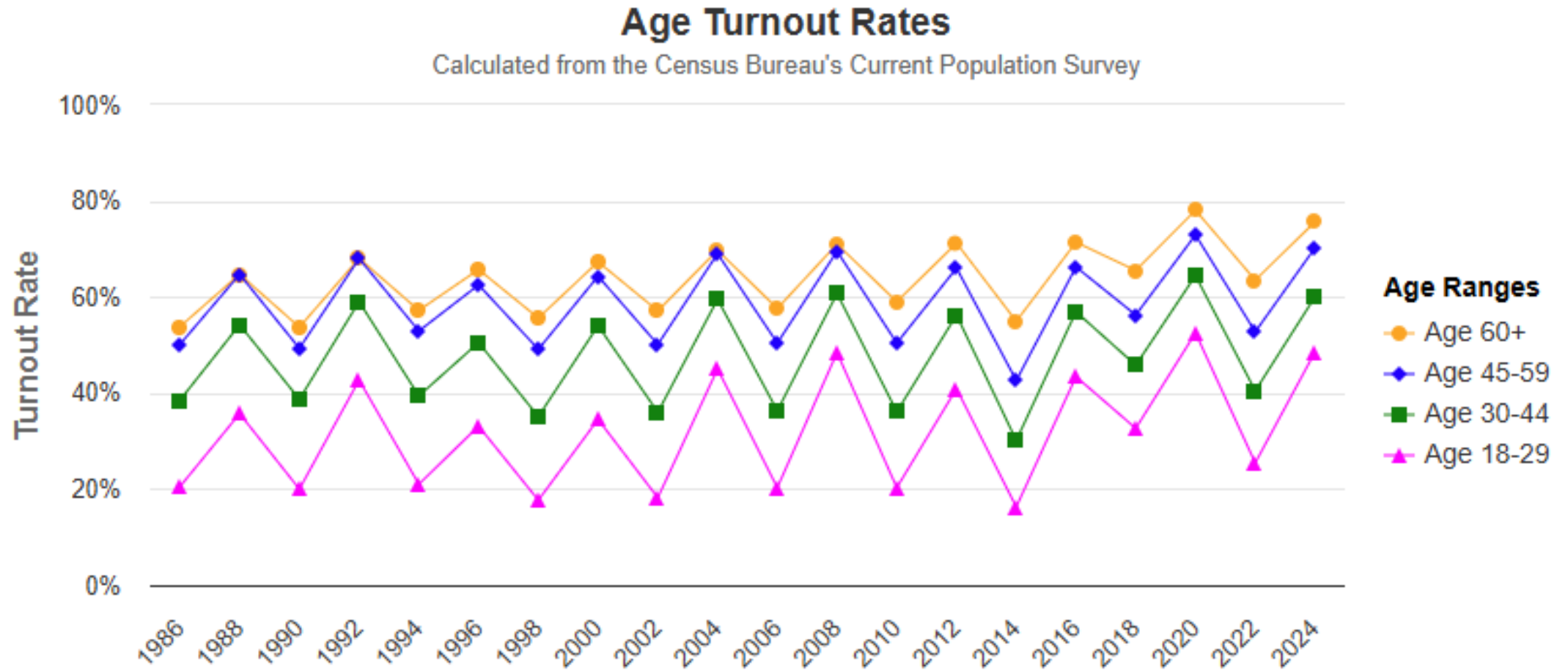
Non-Hispanic White Share of the Electorate

Calculated from the Census Bureau's Current Population Survey



Created by the UF Election Lab (election.lab.ufl.edu)

Voter Trends: Older Citizens Continue to Dominate Turnout

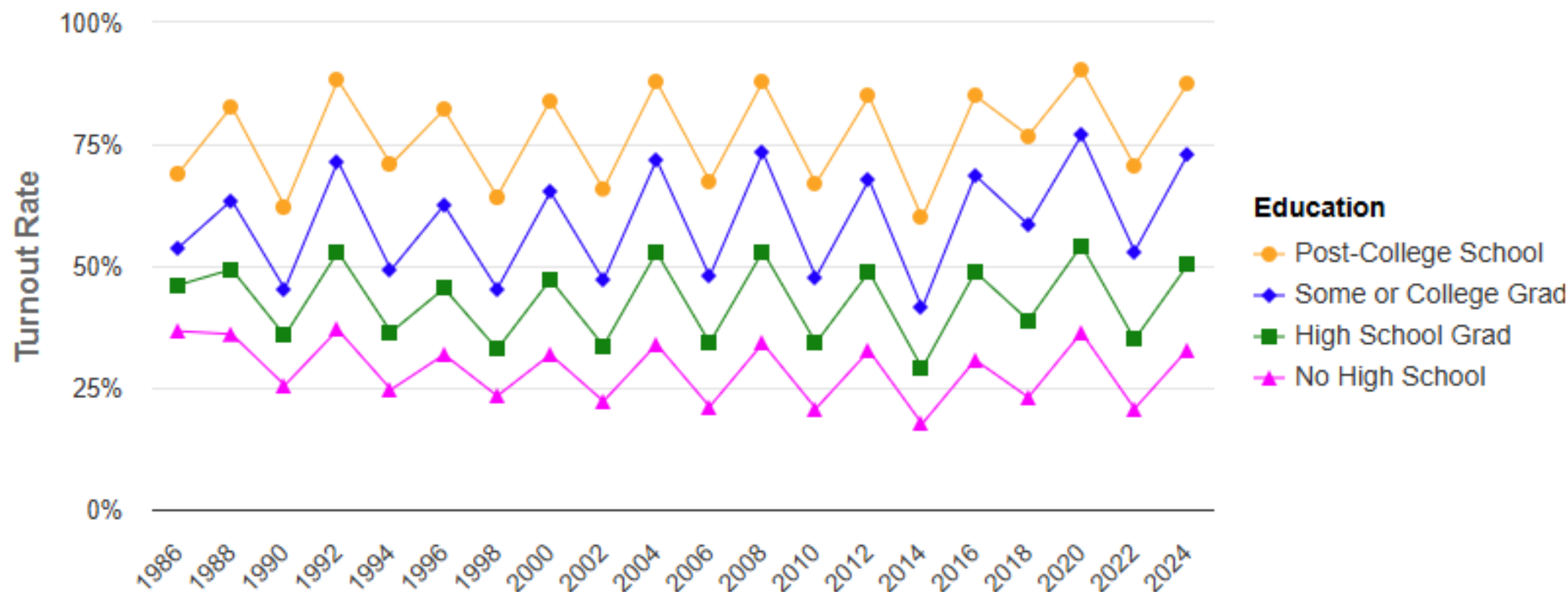


Created by the UF Election Lab (election.lab.ufl.edu)

Voter Trends: Education a Strong Turnout Predictor

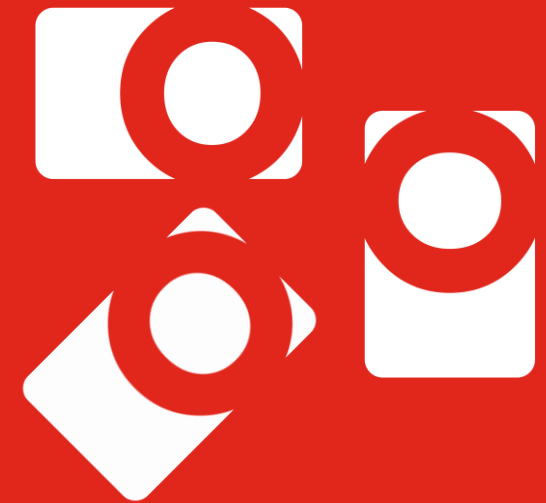
Education Turnout Rates

Calculated from the Census Bureau's Current Population Survey



Created by the UF Election Lab (election.lab.ufl.edu)

OOH Proof Points For Political & Advocacy



Top Ten OOH Benefits For Political Advertisers:

ALWAYS ON – BREAKS THROUGH CLUTTER

- Cannot be delayed, skipped, turned off, or cord-cut, and produces the highest levels of ad 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.

HIGH VOTER ENGAGEMENT - VALUE - AMPLIFICATION

- Among likely voters, 68% have seen, heard, or read political OOH ads, including 50% in the past month.
- 56% who have seen OOH political ads in the past year say they trust the ad to be truthful and accurate.
- 49% who have seen OOH political ads in the past year say the ads are personally influential.
- Improves all media plans by increasing the reach of all channels, including TV and digital, and not disrupted by audience fragmentation like other media. Offers some of the lowest CPMs, the highest ad recall, and billboards are ranked #1 in consumer ad favorability.

TARGETING

- Targetability by geographic location, key demographics or consumer interests with OOH ratings and technology.

SPEED AND FLEXIBILITY

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

Source: The Harris Poll, Morning Consult, Solomon Partners

Top Ten OOH Benefits For Political Advertisers:

ENHANCES DIGITAL

- More favorably viewed by consumers than any other form of digital advertising.
- Increases ROI for search advertising by 40%, and more efficient at driving online activation than all media, including banner ads.

MOBILE & SOCIAL ENGAGEMENT

- Nearly 80% of viewers have recently engaged with an OOH ad, and 68% have recently seen OOH political advertising
- 76% of US adults have taken an action on their mobile device after a recent OOH ad exposure and 51% of those actions were online search
- Over two-thirds of Gen Z and Millennials have seen OOH ads reposted in their social media feeds (65% TikTok, 64% Facebook, 62% Instagram)

REACHES HIGH PROPENSITY VOTERS

- OOH political ads over index with some of the most likely voters: HHI \$50K+ and those with college and advanced degrees.

REACHES DIVERSE VOTERS

- OOH political ads reach multicultural voting blocs and over index with Asian, Black and Hispanic Americans.

REACHES YOUNG VOTERS

- Adults 18 – 34 are the segment most heavily engaged with OOH media, and OOH political ads over index with Gen Z and Millennials.

Source: The Harris Poll, Morning Consult

OOH Political Advertising Snapshot: Among Likely Voters.....

68% have seen, heard, or read political OOH ads, including **50%** in the past month

56% who have seen OOH political ads in the past year say they trust the ad to be truthful and accurate

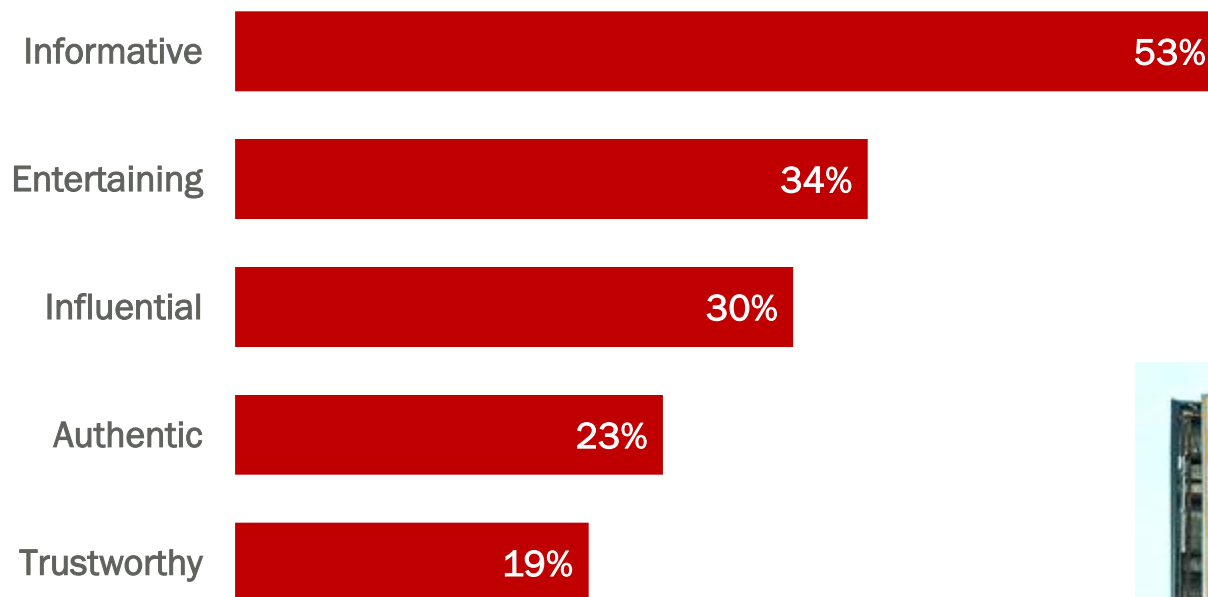
49% who have seen OOH political ads in the past year say the ads are personally influential



Source: Morning Consult

OOH Ads Are Viewed As Informative

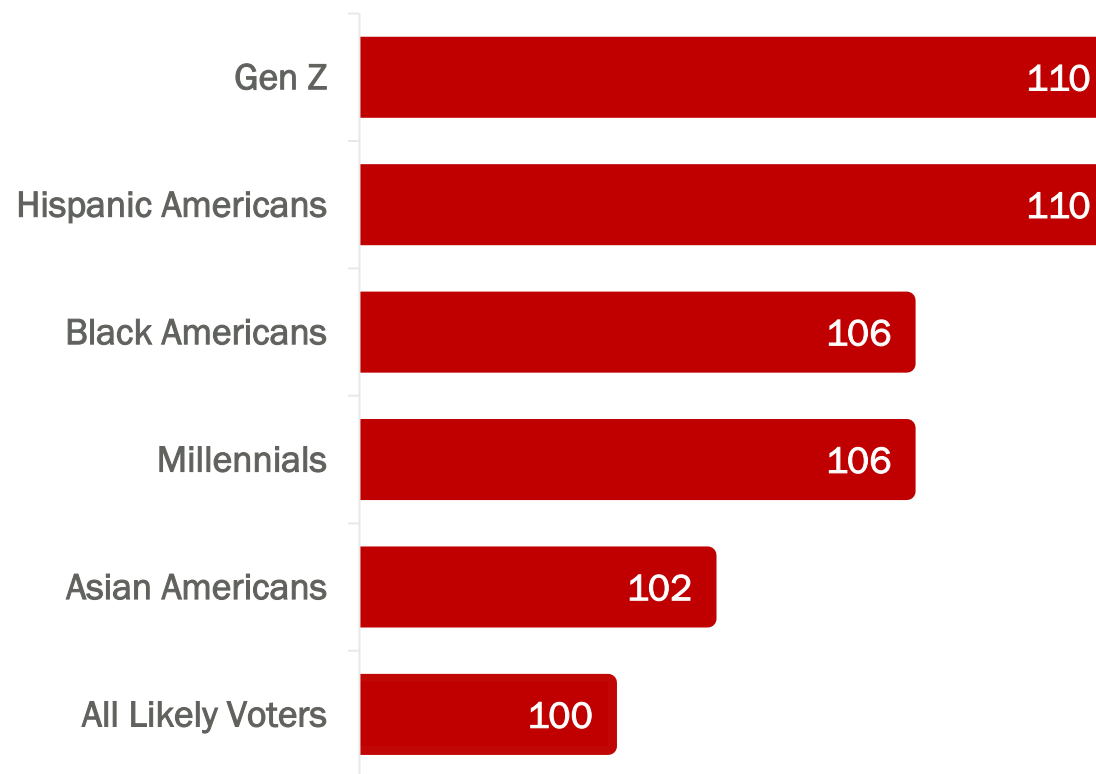
How Adult Consumers 18 – 64 Describe OOH Ads – Top Three Choices



Source: Morning Consult

OOH Political Ads Engage Likely Voters, Especially Younger Ones

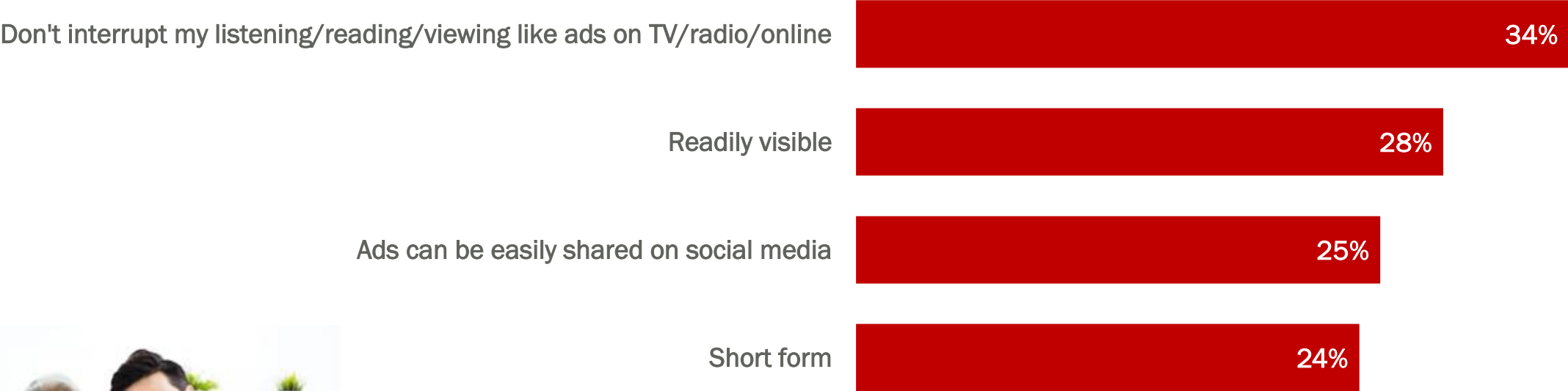
How OOH Political Ads Index Among Key Groups of Likely Voters



Source: Morning Consult

Reasons Likely Voters Find OOH Political Ads Appealing

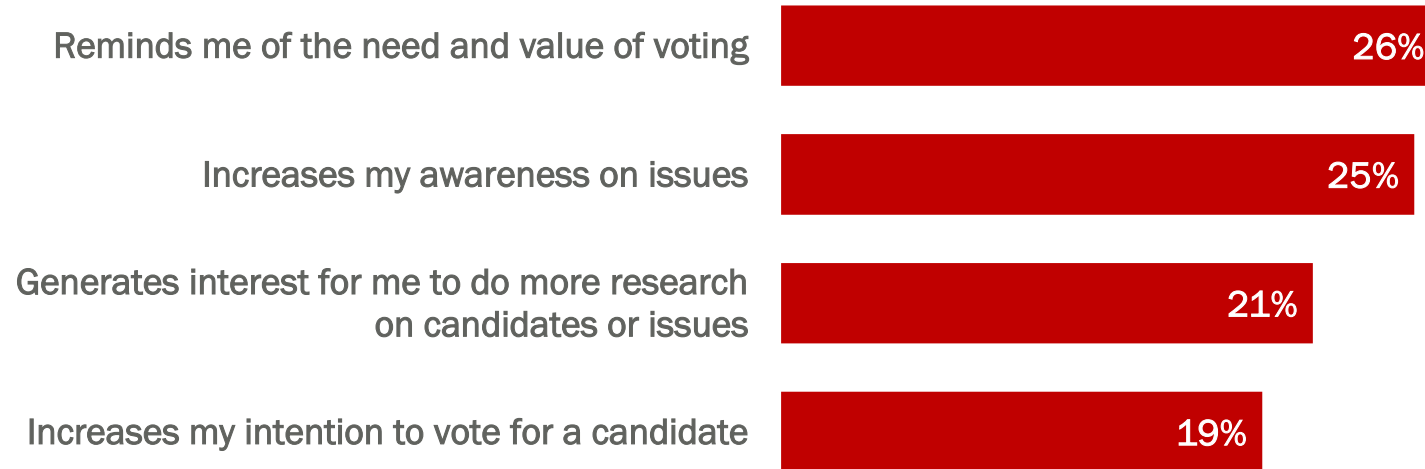
What likely voters like about OOH Political Ads



Source: Morning Consult

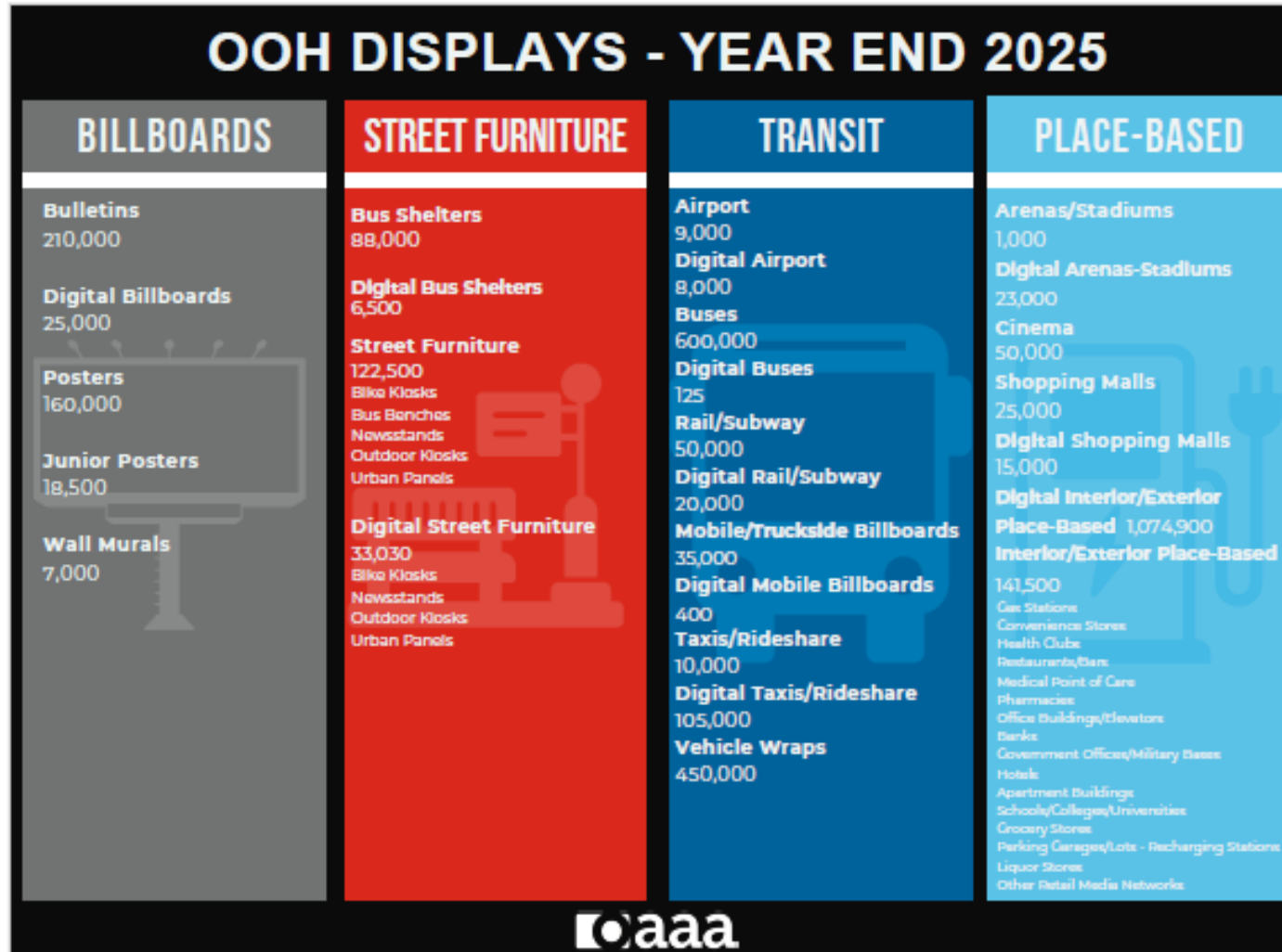
OOH Political Ads Impact Likely Voters

Reasons Likely Voters Value OOH Political Ads



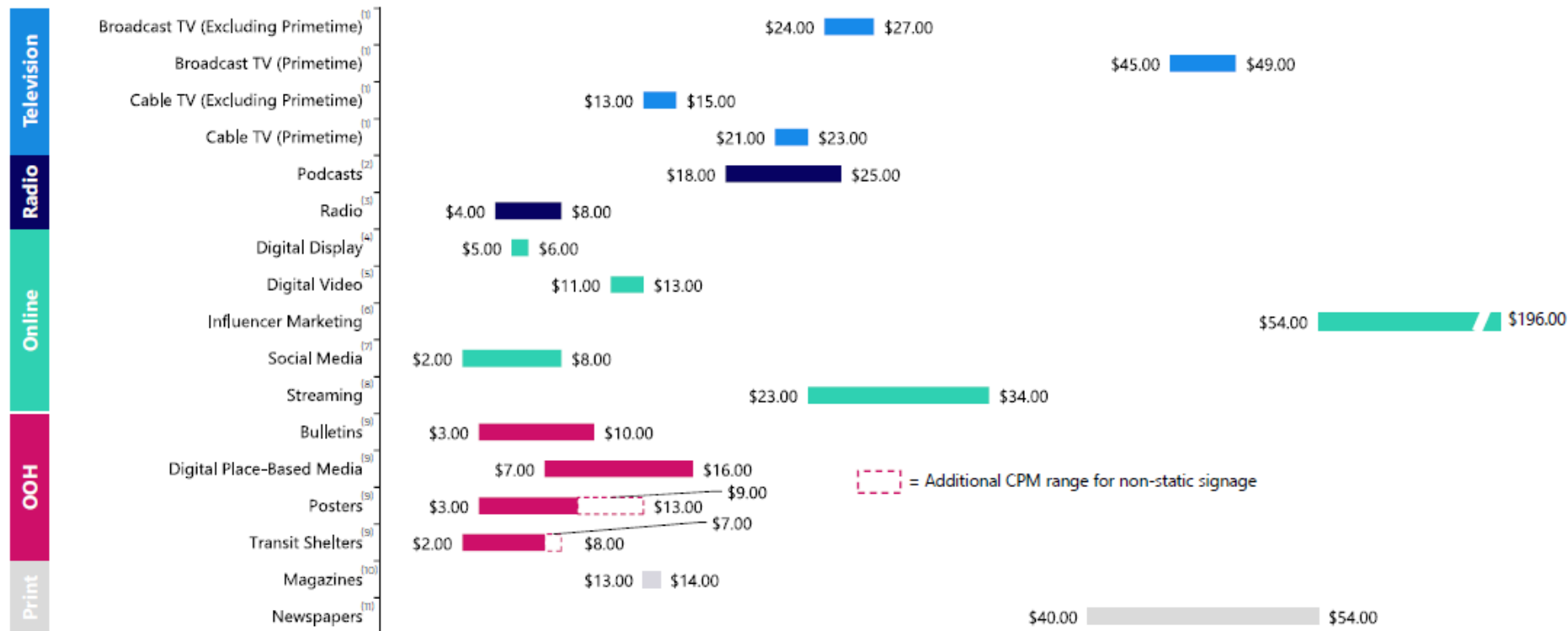
Source: Morning Consult

OOH Formats: Connect with Consumers Throughout their Day



OOH: Broad Reach Offers Highly Competitive CPM Value

Solomon's 2025 Major Media CPM Comparison

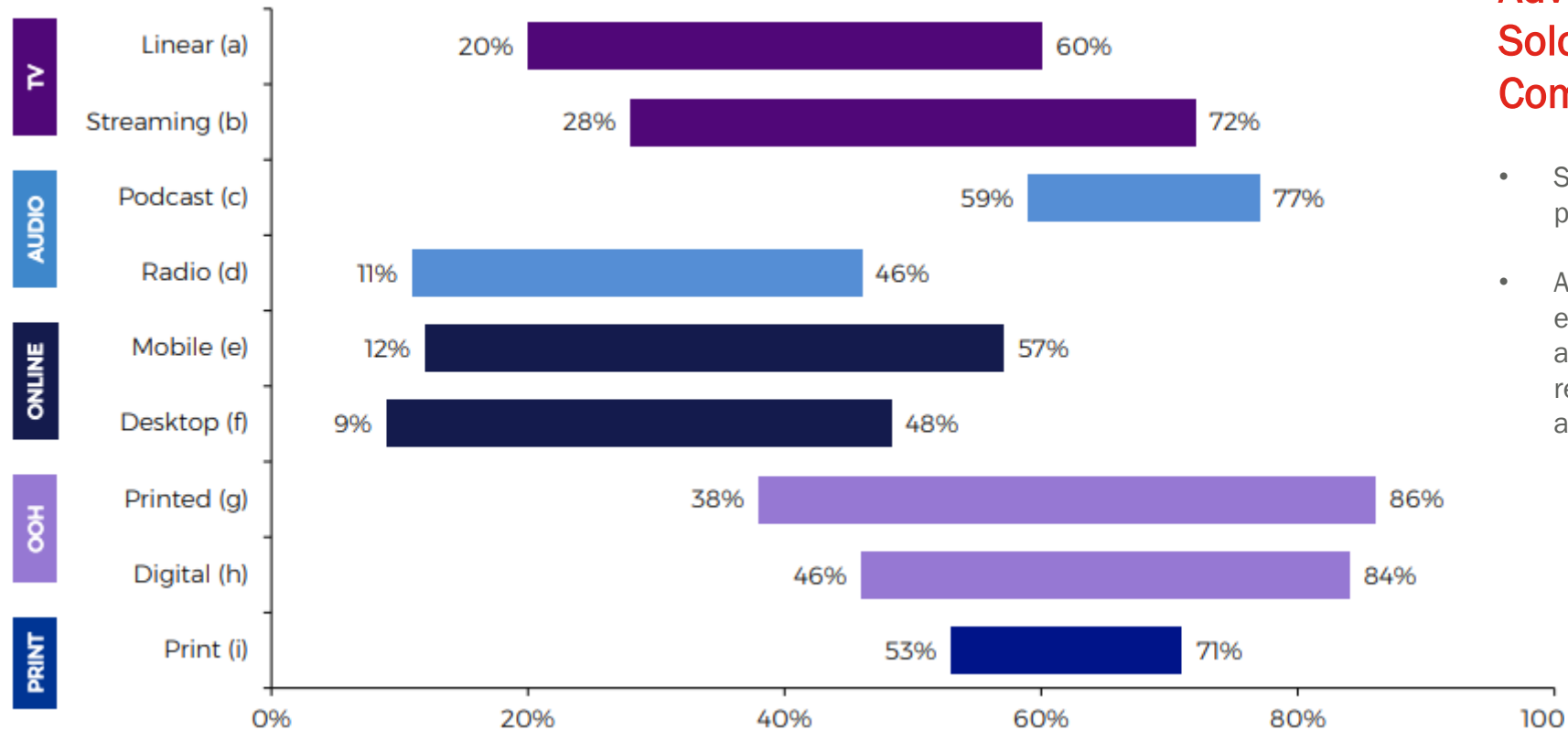


Source: Solomon Estimates as of June 2025 based on news, research and industry sources.

1. 30-second advertisement.
2. 30- and 60-second advertisement.
3. 30-second advertisement. Includes both spot and network.
4. Includes rich media, standard display and social display.
5. Includes OTT and online video.
6. Dataset reflects average CPMs across a range of global influencer follower counts. Figures converted from EUR to USD using a 1.14 spot rate.

7. Dataset includes various online social media platforms.
 8. Average CPM for ad-supported tiers of various subscription services. Includes in-stream ads shown before, during or after video content, as well as video overlays.
 9. Data provided by DOmedia, based on contracts executed through the platform.
 10. Full-page color ad. Calculated using estimated readership.
 11. 1/2 page ad pre-discount. Calculated using estimated readership and rates pre-2022.
- © 2025 | Solomon Partners. All rights reserved.

OOH Produces the Highest Ad Recall



Advertising Effectiveness: Solomon Partners Ad Recall Comparison Analysis

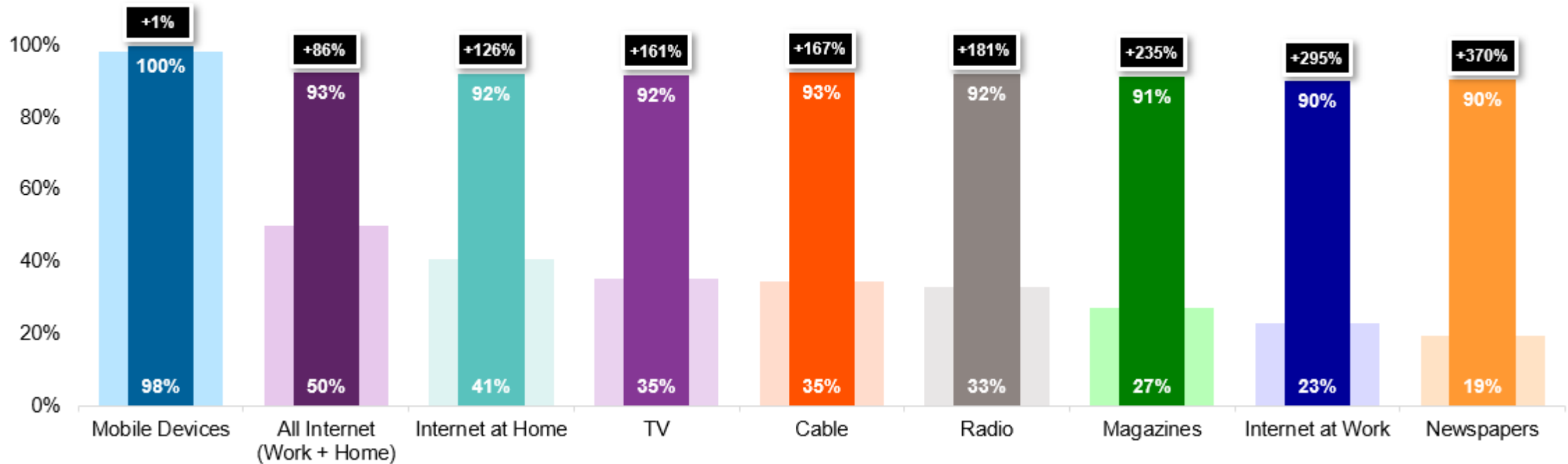
- Solomon Partners independent study of the five primary advertising channels
- Advertising recall defined as advertising effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis

Source: Solomon Partners

OOH Amplifies All Media Investments

Increases the reach of all media channels to 90% or more

Total Reach: Heavy Consumers of Other Media + Any OOH
Sorted by Volume



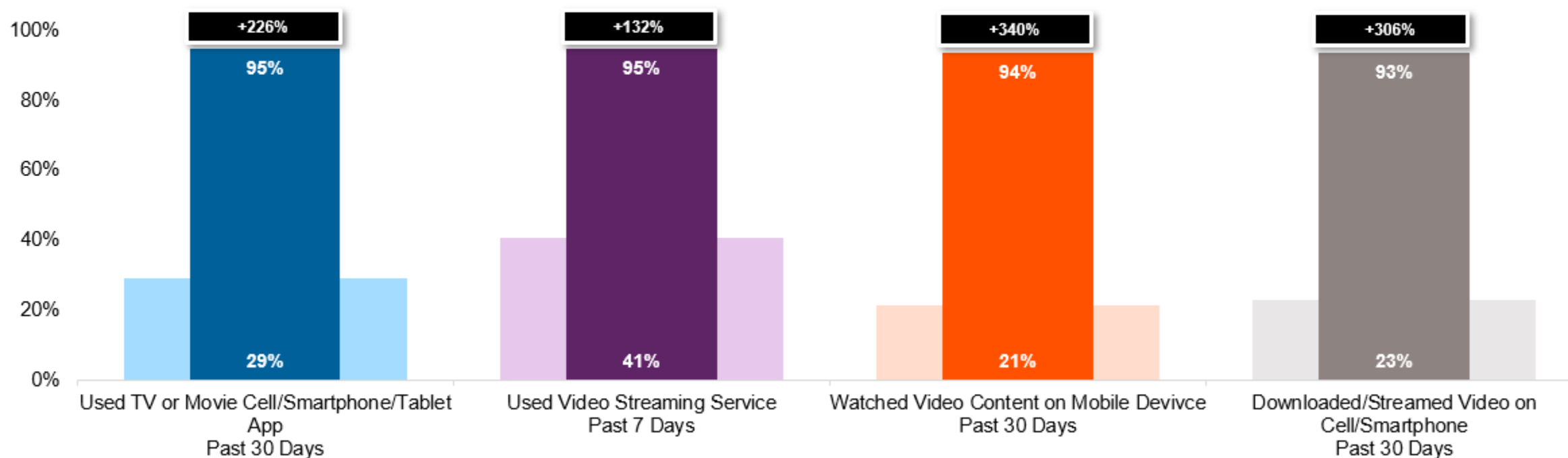
Heavy Other Media Consumers include adults 18-64 who fall into the top 2 volume groups for using that media type in the past 7 days.
Any OOH includes adults 18-64 who traveled any miles in a car as a driver or passenger, in a city, town or suburb, in the past 7 days.

Source: MRI/Simmons

OOH Amplifies Video Media Investments

Adding OOH to plans for consumers who engage with digital video content doubles or triples reach

Users of Digital/Video Media Activities + Any OOH
Sorted by Volume



Any OOH includes adults 18-64 who traveled any miles in a car as a driver or passenger in a city, town, or suburb in the past 7 days OR noticed ads in movie theaters in the past 7 days.

Source: MRI/Simmons

OOH's Massive Reach Generates High Consumer Notice

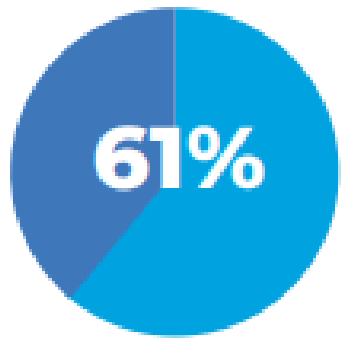
88% of adults have seen OOH ads in the past 30 days

85% of adults look at OOH ads all, most or some of the time

Source: Morning Consult

OOH - #1 In Consumer Ad Favorability

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



of adults view billboard ads favorably, higher than any competitive media



Source: Morning Consult

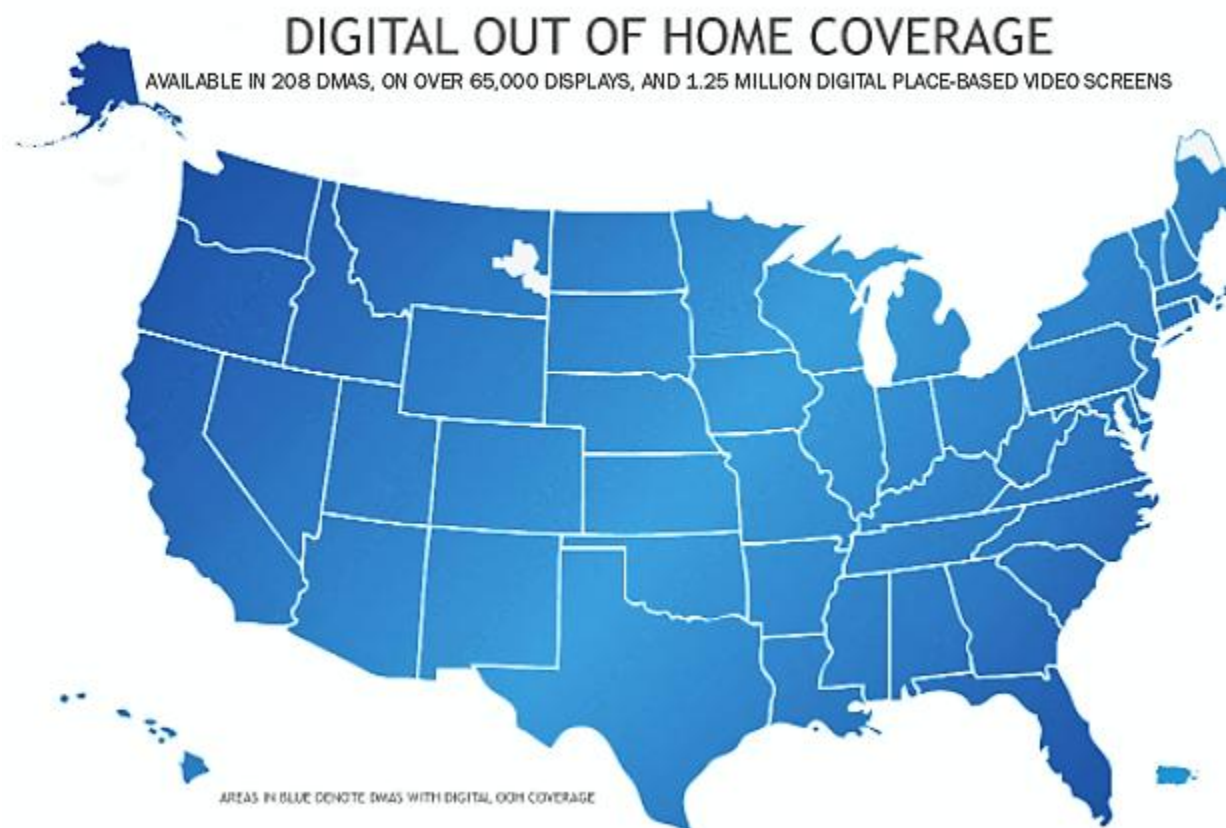
OOH Drives Online Activation - Boosts Search Investment by 40%



OOH boosts ROI of Search
+40%

Source: Benchmarking

Digital OOH Offers Coverage Across the Entire US



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 OOH Generates Consumer Notice



62%

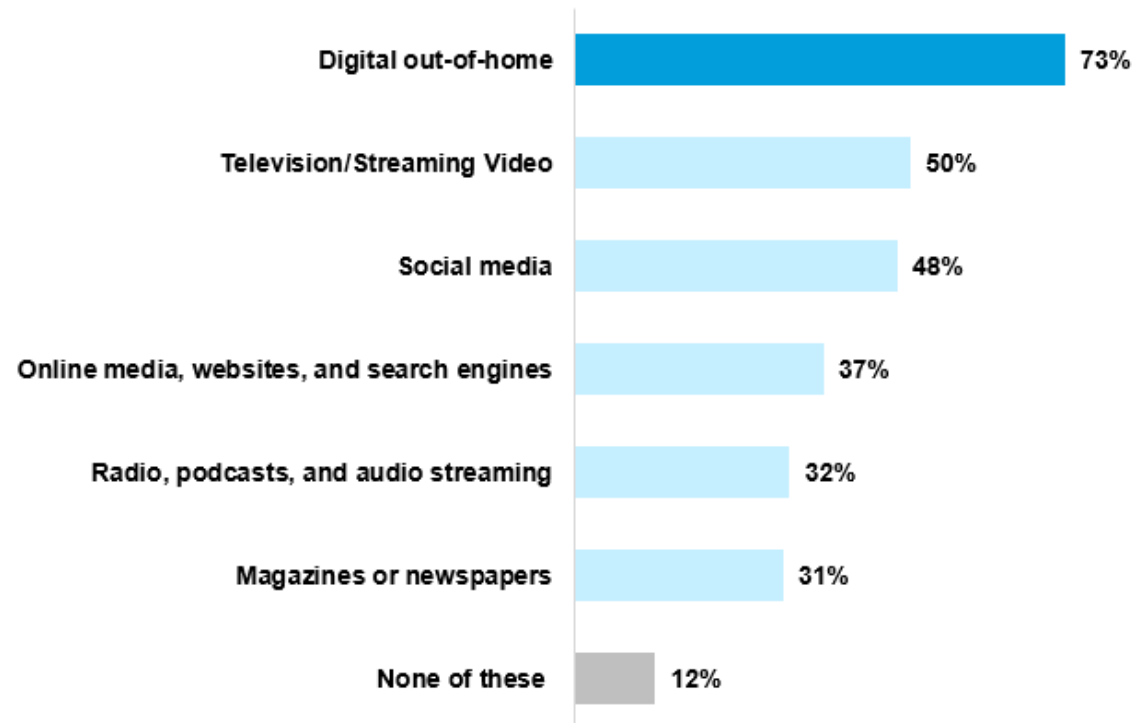
Consumers who have recently noticed
digital billboard ads

Source: The Harris Poll

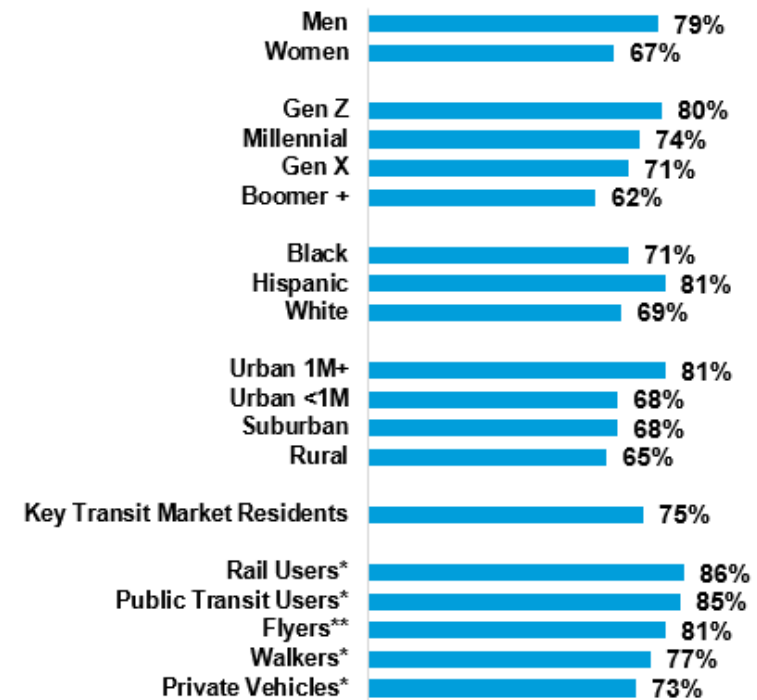
Digital OOH: Most Favorably Viewed Advertising Format

Consumers in large urban areas, transit users, and younger generations are most favorable toward DOOH ads.

Ad Type Favorability



% DOOH Favorability



* Past Month

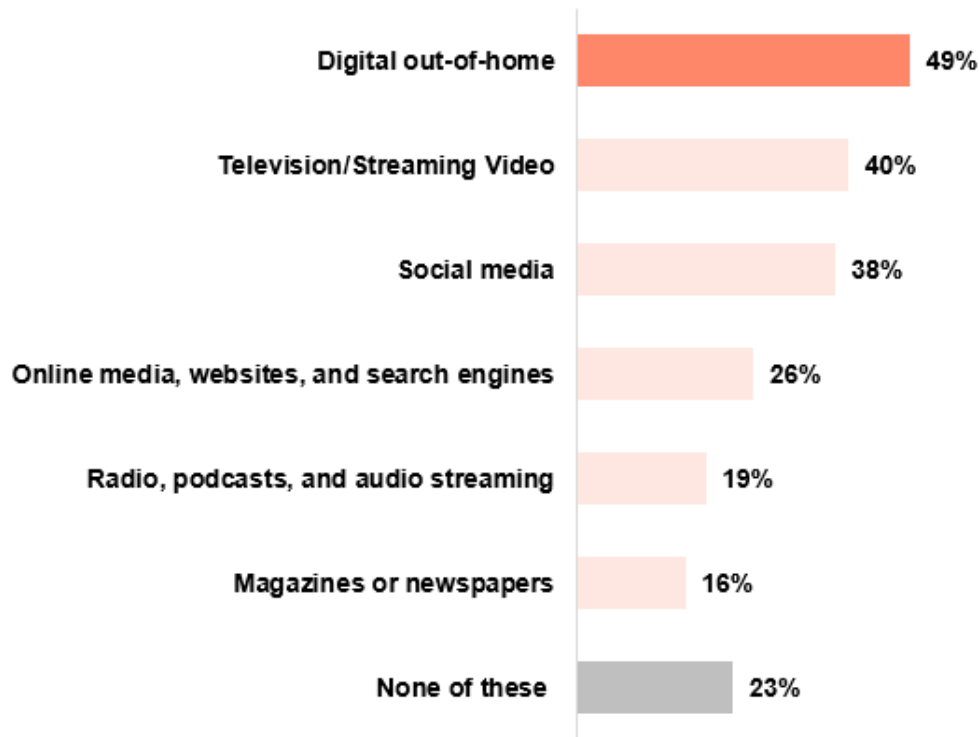
** Past 12 Months

Source: The Harris Poll

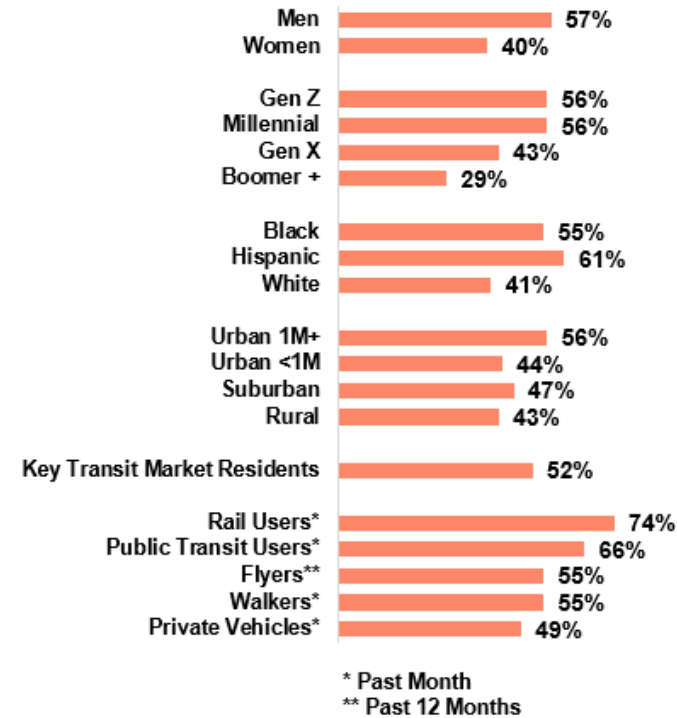
Digital OOH: Ad Format Most Likely to Drive Consumer Action

Consumers in large urban areas, transit users, and younger generations are most driven by DOOH ads to take action.

Ad Types to Drive Actions



% DOOH Drove Action



Source: The Harris Poll

OOH Reaches Young Voters

Adults **18 – 44** are the segment most heavily engaged with OOH media.
They over index with these OOH formats:

- Digital billboards
- Printed billboards
- Bus shelters and sidewalk kiosks
- Place-based video screens and printed signs
- Posters (*small billboards*)
- Shopping mall
- Taxis and ride share vehicles
- Movie theaters
- Airports
- Mobile billboards
- Subways or commuter rail



Source: Morning Consult

OOH Reaches High-Propensity Voters

OOH political ads over index in reaching likely voters:

- Adults 18-42
- Household Incomes of \$50K+



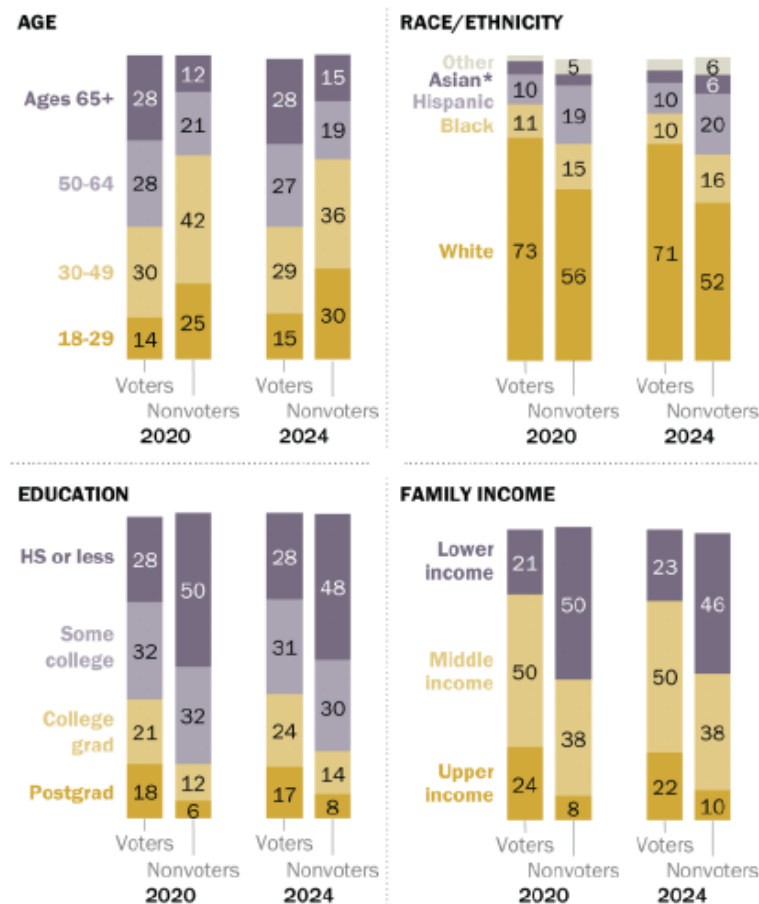
Source: Morning Consult

Unskippable OOH Can Reach Low Engagement Voters

Wide disparities by age, race and education between voters and nonvoters

Demographic makeup of voters and nonvoters in 2024

Composition of validated voters and nonvoters (%)



Source: Pew Research Center

Digital Online Media Campaign Issues



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

- Brand safety
- Viewability
- Mistargeting



Among Adults 18+:

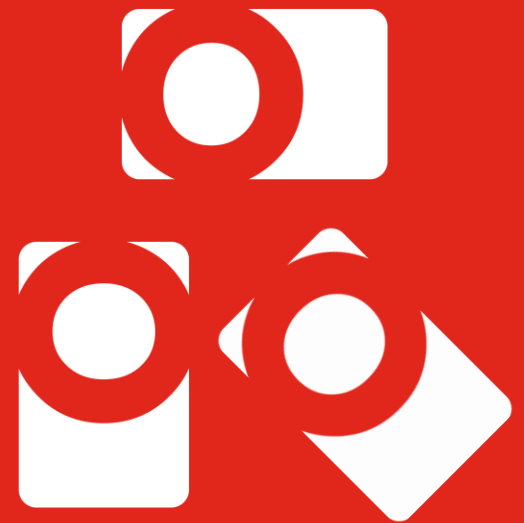
- **73%** are concerned with data privacy/use of personal information/behavior for online ad targeting
- **68%** frequently skip online ads due to digital device burnout
- **43%** are actively trying to spend less time on their phone, computer, or reduce TV viewing

Source: The Harris Poll

OOH Features and Benefits

Feature	Benefit
Lower CPMs and CPPs	More exposure for ad dollars spent
Feature	Benefit
Local demographic targets	Minimal wasted exposures
Feature	Benefit
Messages presented in an uncluttered environment	Messages are seen by the consumer and stand out from competitors
Feature	Benefit
A variety of media products, schedules, and weights	A customized media plan that fits budget objectives
Feature	Benefit
A compliment to any media mix	Media objectives are achieved effectively and efficiently
Feature	Benefit
A selling message delivered 24/7 to a mobile audience	A constant message between other media inserts

Political Agencies and Organizations



Political Agencies and Organizations – Contact List



Political Media Agencies and Organizations

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DEMOCRATIC MEDIA BUYERS

Tier 1

Buying Time
Catherine Herrick
(202) 965-5060
cathie@buying-time.com
www.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.

REPUBLICAN MEDIA BUYERS

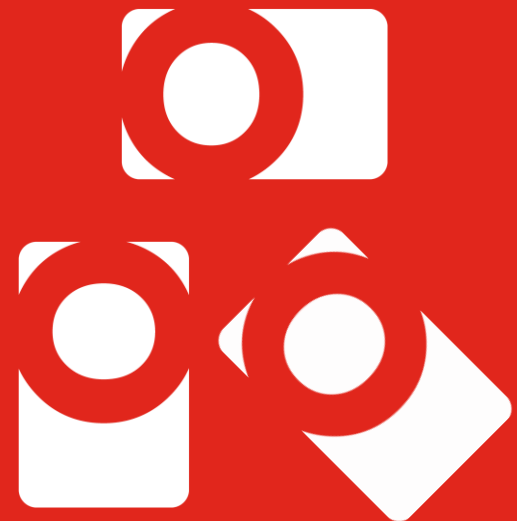
Tier 1

National Media
(703) 683-4877
info@natmedia.com
www.natmedia.com
Alexandria, VA
Media Buying/Placement

Top GOP media firm that specializes in placement of political advertising and original research. Majority of NRCC placement, plus multiple other groups/campaigns.

- Detailed list of major political agencies and organizations
- Contact information for each entry
- [Download the contact list here](#)

APPENDIX: More OOH Political/Advocacy Ads



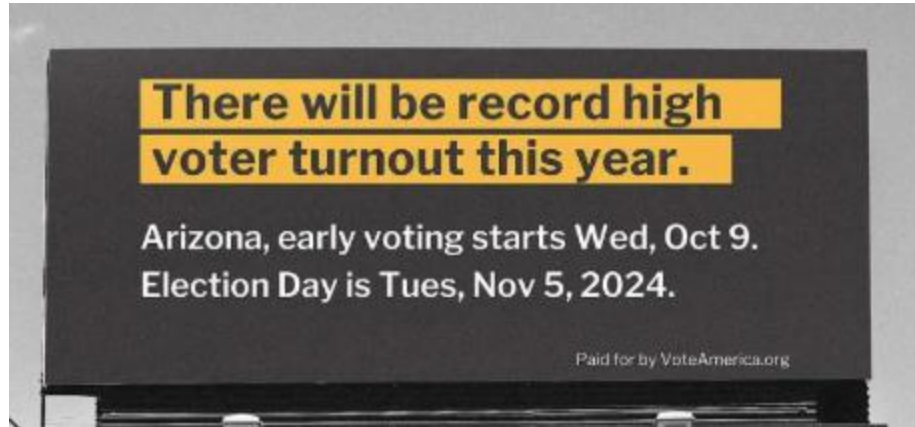
OOH Get Out The Vote (GOTV) Campaigns



OOH Get Out The Vote (GOTV) Campaigns



OOH Get Out The Vote (GOTV) Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



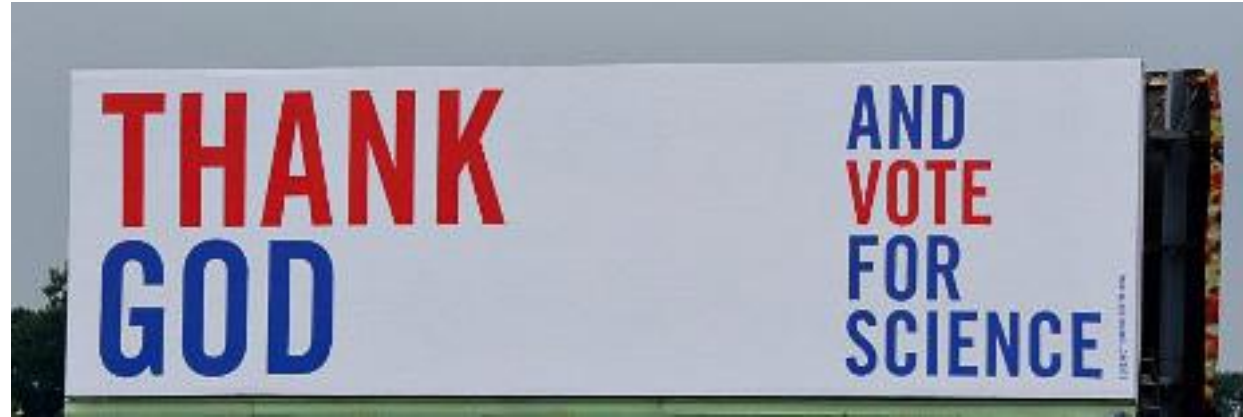
OOH Political/Advocacy Campaigns



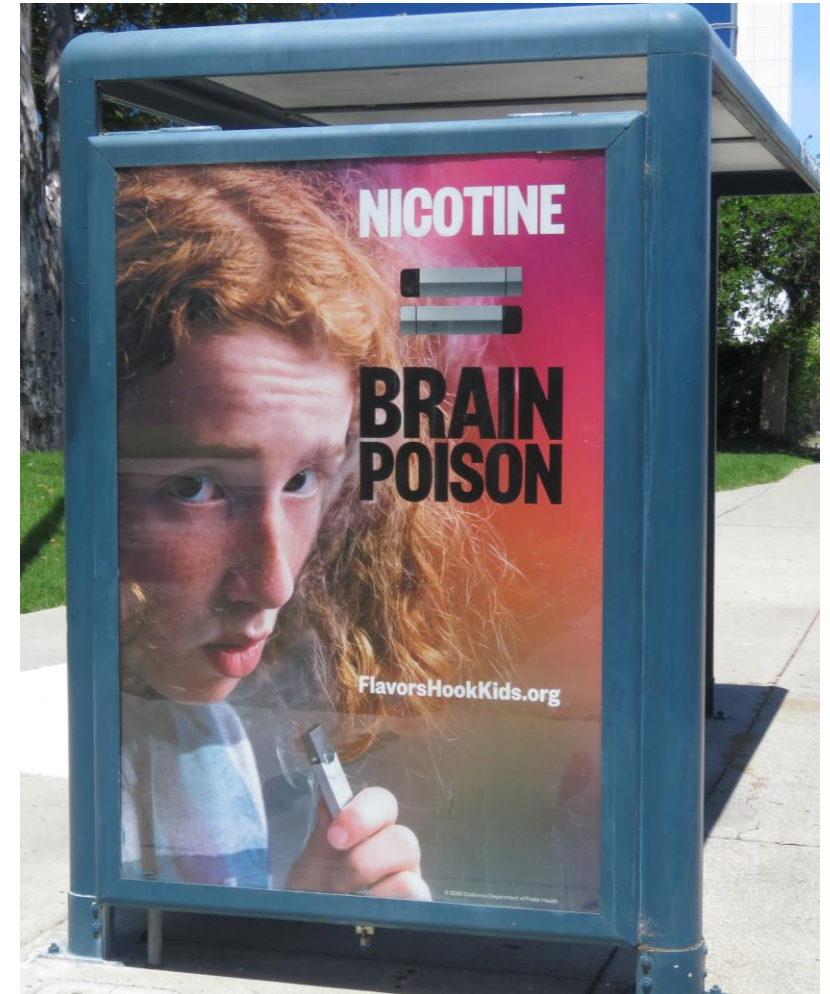
OOH Political/Advocacy Campaigns



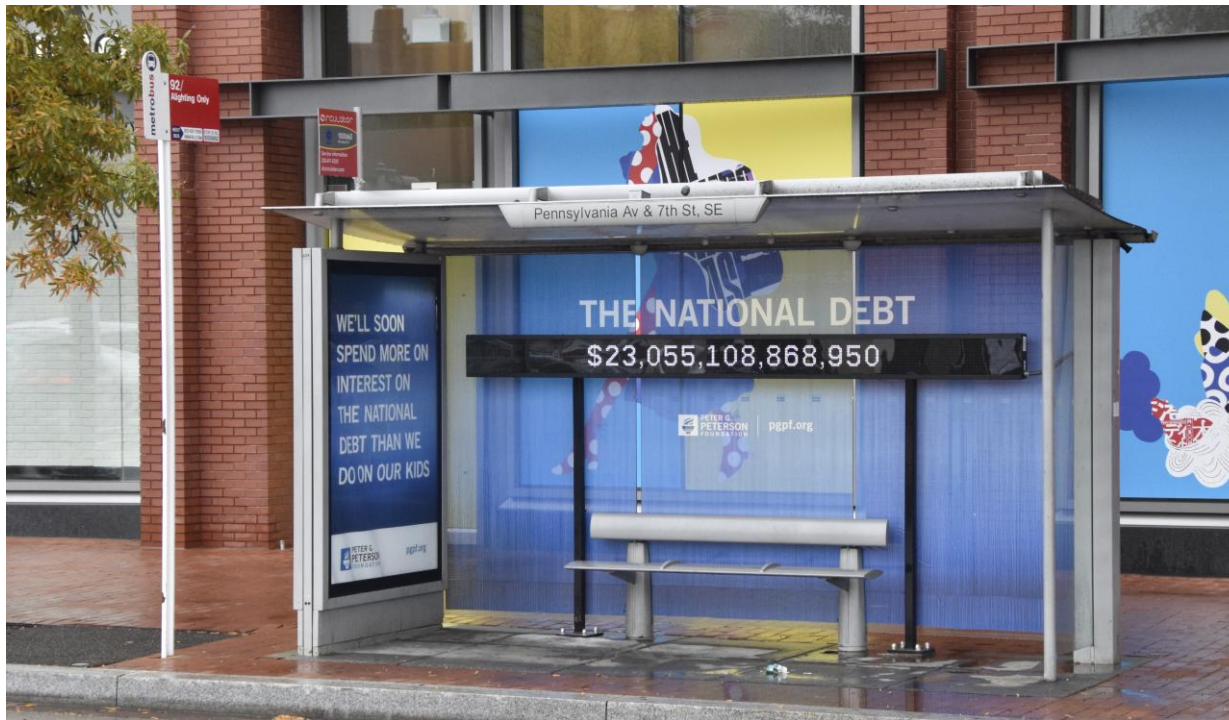
OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



OOH Political/Advocacy Campaigns



APPENDIX: Creative & Media Planning Resources



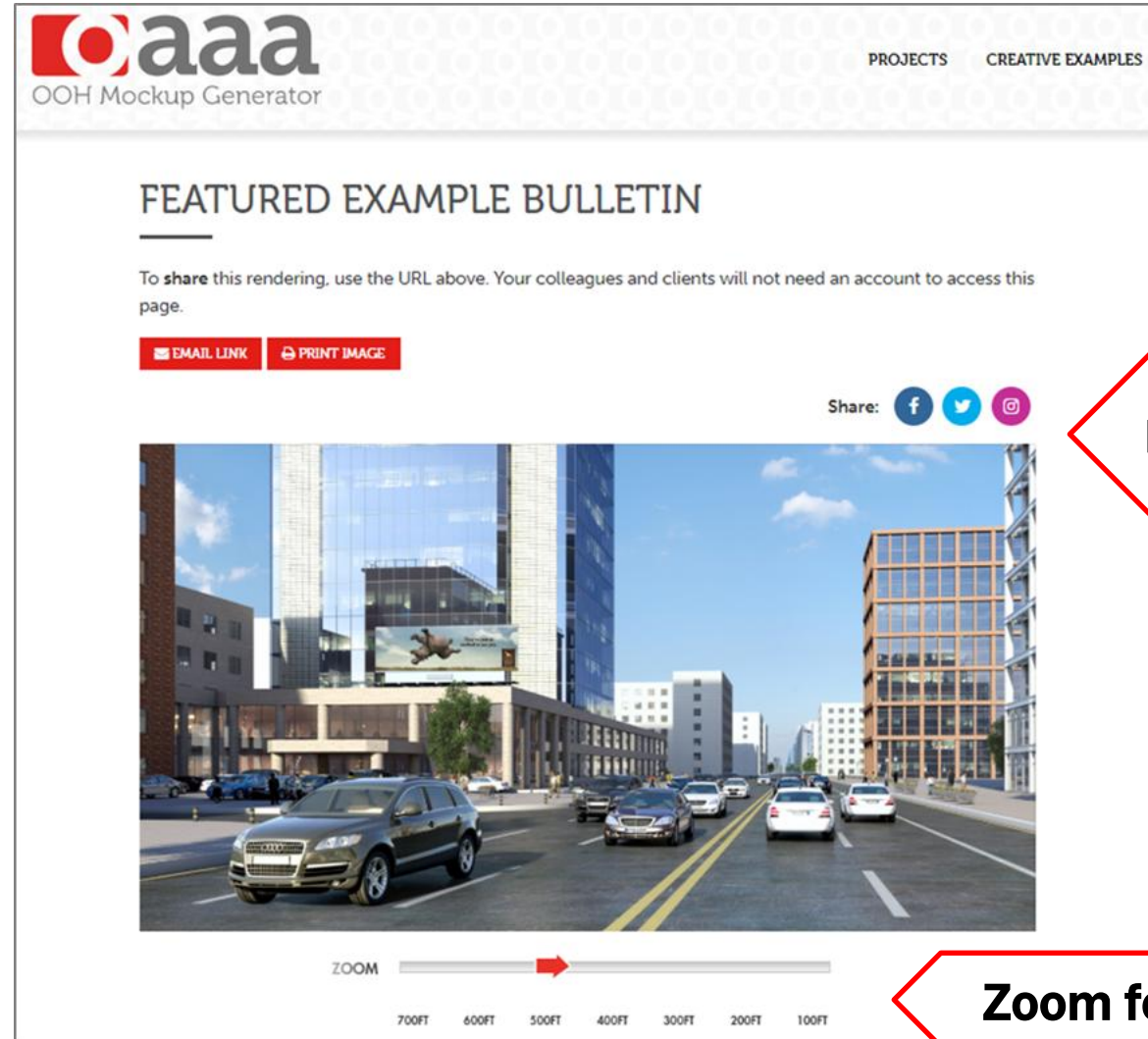
Creative Mockup Generator – <https://oohmockupgenerator.oaaa.org/>

OOH Formats:

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

OOH Environment Views:

- Highway
- Urban
- Suburban
- Rural



Renderings can
be emailed directly
to clients

Zoom feature

Creative Mockup Generator – <https://oohmockupgenerator.aaaa.org/>



OOH Mockup Generator

PROJECTS CREATIVE EXAMPLES

Welcome

The OOH Mockup Generator 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](#)

View Creative Examples



Airport LG



Airport XL



Building



Bulletins



Bulletins with Extensions



Digital Bulletins



Bench



Bus Front

- Free to use
- One time registration

Planning Resources: OOH Media Locator



Out of Home Advertising Association of America

About Us ▾MembershipNews & Events ▾Policy & AdvocacyResource Center ▾

Home / Resource Center / Directories / Media Locator

Media Locator

Type the Organization name below that you are looking for. If you would like to see the whole directory you can leave this field blank and search.

Please select CBSA or DMA to begin your search

☐ CBSA☐ DMA

Billboards ▾
Street Furniture ▾
Transit ▾
Place-Based ▾

Apply Filters

OAAA OOH Media Locator by:

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