Why advertise with out of home?

OOH WORKS
Lamar specializes in advertising formats that target consumers while they are away from home.

Our versatile range of products offers blank canvas creative potential to break through the clutter and hold people’s attention, where they WORK, SHOP, TRAVEL, and PLAY.

A mix of formats, shapes, sizes, and locations provides advertisers with a range of options to deliver the right message, at the right time, in the right place.
OOH is consistent.

Some advertising isn’t working like it once did, due to...

“The continuing fragmentation of TV, radio, print, and online media leaves OOH as the only remaining true mass medium. Moreover, OOH appears to be free from the shortcomings of other media. OOH does not interrupt any activities as TV, radio, and mobile ads do. At the same time, OOH is not affected by ad fraud, ad skipping, ad blocking tech, and the low ‘viewability’ rates plaguing online and mobile advertising.”

Nurlan Urazbaev
Editor-in-Chief, Digital Signage Pulse
Americans spend 70% of their waking hours out of the house.

83% of consumers say they notice the message on OOH ads.

The average American travels 20 hours per week.

SOURCE: Nielsen
OUT OF HOME WORKS

OOH influences purchases.

A recent study by ComScore revealed that out of home has the largest impact on driving consumers to purchase by influencing them at every stage of the buying process.

Among consumers who viewed OOH ads in the past month:

- **82% of all purchase decisions are made outside of the home.**
- **33%** of them searched online about an advertiser using a mobile device.
- **1 in 4** discussed the ad or product with another consumer.
- **1 in 5** visited an advertised restaurant.
- **1 in 5** immediately visited a business advertised.

SOURCE: Nielsen, POPAI, ComScore
The Out-of-Home environment is considerably different than that of any other media. There is no programming or editorial content.

A person traveling for 18 hours is exposed to OOH ads during all 18 of those hours.

SOURCE: BrandScience Global Econometrics Study
OUT OF HOME WORKS

OOH is cost-effective.

Compared to all other media, Out-of-Home advertising reaches more people for less money.

CPM COMPARISON

$3.45 | Shelter
$3.11 | Poster
$5.21 | Bulletin
$6.92 | Network TV
$8.99 | Spot TV
$10.40 | Premium Online
$13.50 | Radio
$14.00 | Magazine
$24.60 | Online Video
$24.76 | Primetime TV
$32.50 | Newspaper
$56.60 | Direct Mail

OOH gives an average return of $2.80 on each dollar spent.

SOURCE: OAAA, USA Touchpoints, RealityMine
OUT OF HOME WORKS

OOH boosts the reach of other media formats.

Out-of-Home’s weekly reach of 99% among adults 18-64 tops every other medium.

An OOH campaign works well on its own, but the addition of out of home to other media components is a proven booster.

Out-of-Home increases the reach of...

- radio campaigns by 45%
- TV campaigns by 18%
- mobile campaigns by 316%

SOURCE: Media Behavior Institute
OOH helps you make creative impact.

Make a big impression on your audience with clever designs.

humor  intrigue  surprise

Innovative campaigns have viral potential.

There are many ways to enhance your ad and break out of the traditional space.

Engage your audience and they’ll reward you with coveted earned media.
Lamar OOH is audited.

You can rest assured that the Weekly Impressions count assigned to our structures is accurate.

Geopath combines traffic data with visibility research, Census driving data, and demographic data to calculate the impressions for out of home ads.

Media buyers demand Nielsen ratings for TV buys and radio buys. It is just as crucial that your out of home buys are based on credible, certified measurements.

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<thead>
<tr>
<th>RISKS OF UNAUDITED BUYS</th>
<th>BENEFITS OF MEASURED BUYS</th>
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<tbody>
<tr>
<td>The effectiveness of unmeasured out-of-home is likely calculated by the outdoor company itself with a formula and results that are not the industry standard.</td>
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<tr>
<td>Traffic counts of unmeasured boards are often configured based on figures that include two-way directional traffic rather than weekly impressions.</td>
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<tr>
<td>Geopath measurements are the industry standard.</td>
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<tr>
<td>Know the accurate number of weekly impressions (the number of people 18+ who are potentially exposed to an OOH ad).</td>
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<td>Audited boards give you the capability to target a specific demographic, giving you the best displays for your intended audience.</td>
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OUT OF HOME WORKS
"As soon as my board went up, I landed multiple accounts including one with a hotel chain. My web site traffic has increased to about 2,000 hits each month, up from a number I could count on both hands."

DONOVAN JAHNS, OWNER
LILAC CITY BUILDING MAINTENANCE

"We have experienced a 10% increase in business since the beginning of our transit advertising campaign. There have been more walk-ins, more phone calls, and unsolicited comments about our bus displays and the eye-catching artwork."

RICK BOWERS, OWNER
PRESTIGE AUTOMOTIVE GROUP, INC.

"The total year to date is 500 calls from our outdoor campaign. This number is 3x greater than calls generated from radio and television and 8x greater than calls generated from print. The bottom line is that outdoor gets the job done."

ALLYSON McDERMOTT,
EVENT MARKETING MANAGER
NEXTEL

"I saw business increase as high as 70% in certain parts of town as compared to a year earlier – the only difference was my billboard presence."

DAVE McCARRICK, OWNER
MACKLIN CONCRETE

"I used billboards as part of my advertising plan during my first year of taking over...I saw a business increase of 10%. With continued use of the billboards the second year business increased 25% to 30%.

KELLY DANIEL, OWNER, RENT ALL OF GLYNN, INC.

"Our sales have increased by an average of more than $500 per day since we started using [billboards]. We have customers almost every day tell us that they came in because they saw our billboard."

KIRK E. DINKINS, PRESIDENT
FUZZY’S TACO SHOP

"After commissioning several studies of our market area, the results came back each time showing outdoor media having a greater effect on our customers than we would have ever thought possible."

DOUG NALBERT, GENERAL MANAGER
HOLTZ MOTORS, INC.
Buying OOH is easy.

Tell us your goals and the audience you want to reach, and we will work with you to plan an effective strategy.

The out-of-home ratings system uses the same metrics and market types as TV and Radio, making it simple to combine OOH with those formats in a media mix.

Lamar is ready to give you a great experience.

Local sales & service operations

Full range of out of home products nationwide

Inventory in the markets and locations YOU need

Multi-market placement opportunities

Creative Assistance

Check out the Lamar Inventory browser (lamar.com/InventoryBrowser) to see product types and structures available in your target area(s).