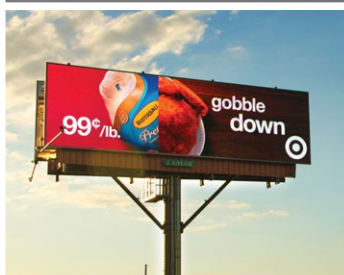


OUT OF HOME ADVERTISING

LAMAR



OOH Advertising WORKS

We specialize 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.

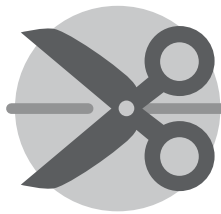
OOH is consistent.

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

DECLINE IN
PRINT MEDIA
READERSHIP



CABLE TV
CORD
CUTTING



AD BLOCKING
ON MOBILE
DEVICES



OOH may be the oldest form of advertising, but it's also the most steadfast in a changing media landscape.

As long as people are driving, they'll have their eyes on the road. They also have their eyes on your ads.

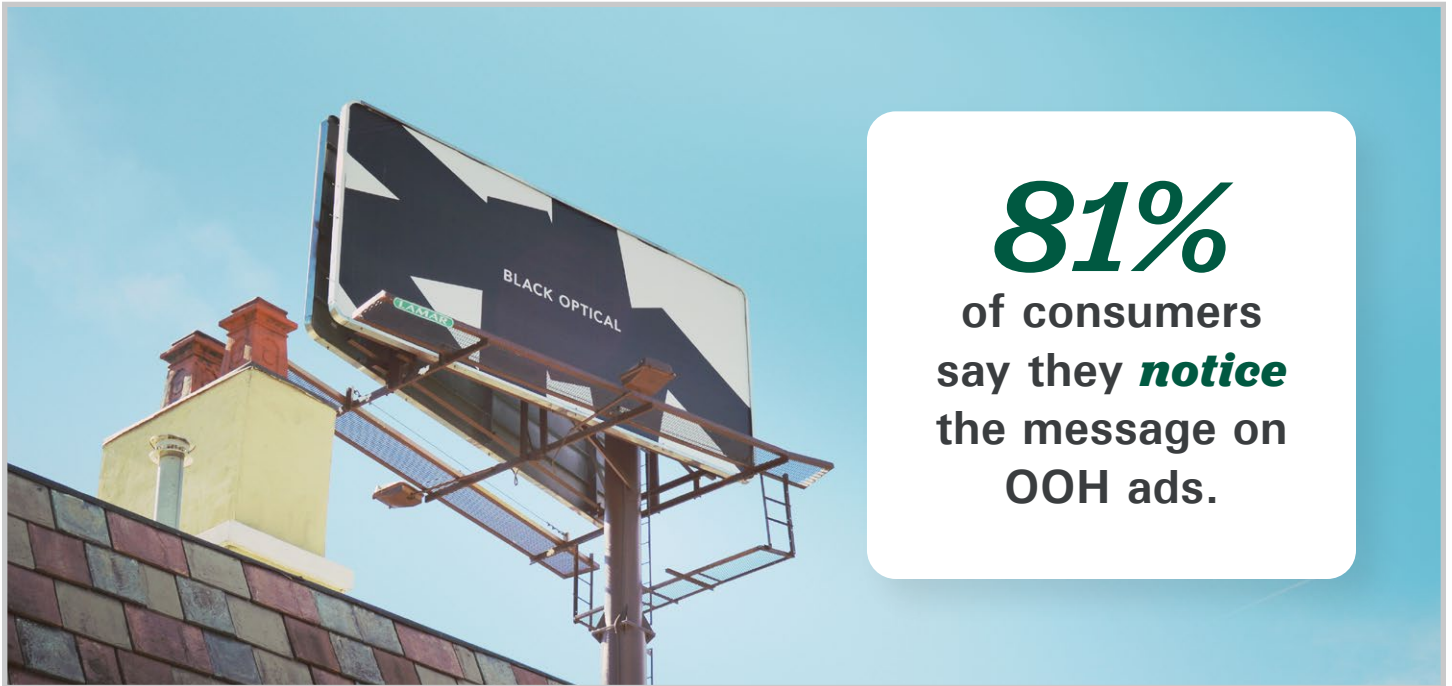


"The continuing fragmentation of TV, radio, print, and online media leaves OOH as the only remaining true mass medium. Moreover, OOH appears to be free from the shortcomings of other media. OOH does not interrupt any activities as TV, radio, and mobile ads do. At the same time, OOH is not affected by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

Nurlan Urazbaev

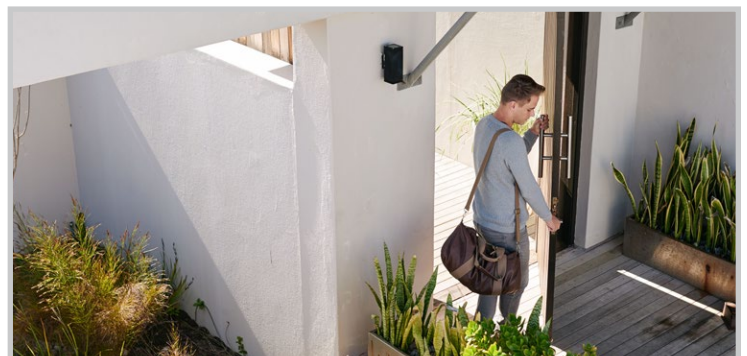
Editor-in-Chief, Digital Signage Pulse

Consumers see OOH ads.



The average American travels
25 hours per week.

Americans spend **70%**
of their waking hours
out of the house.



SOURCE: Nielsen, Kantar

OOH influences purchases.

A study by Nielsen recently revealed that consumers see out of home ads, and those ads impact their purchases.



Among consumers who were exposed to out of home ads:

66%
have taken
action on their
mobile devices

1 in 4

discussed an ad or product with another consumer

1 in 4

visited a restaurant they saw advertised

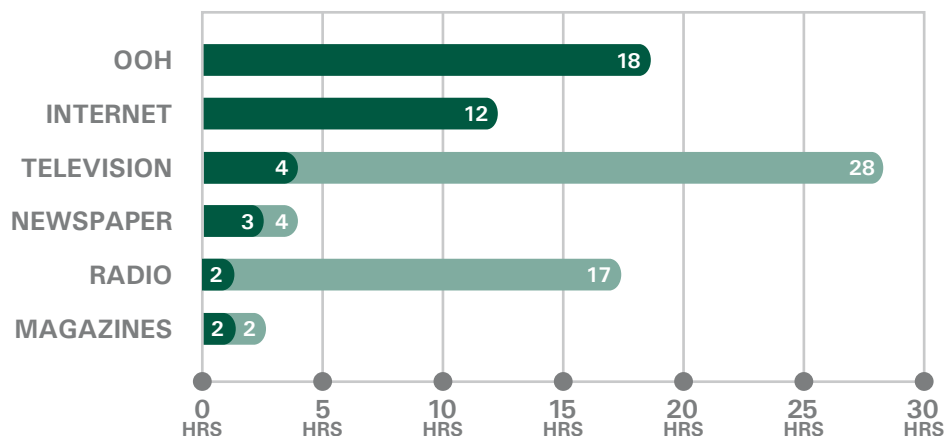
1 in 5

immediately visited a business advertised

SOURCE: Nielsen

OOH is a pure, constant medium.

The out of home environment is considerably different from that of any other media. There is no programming or editorial content.



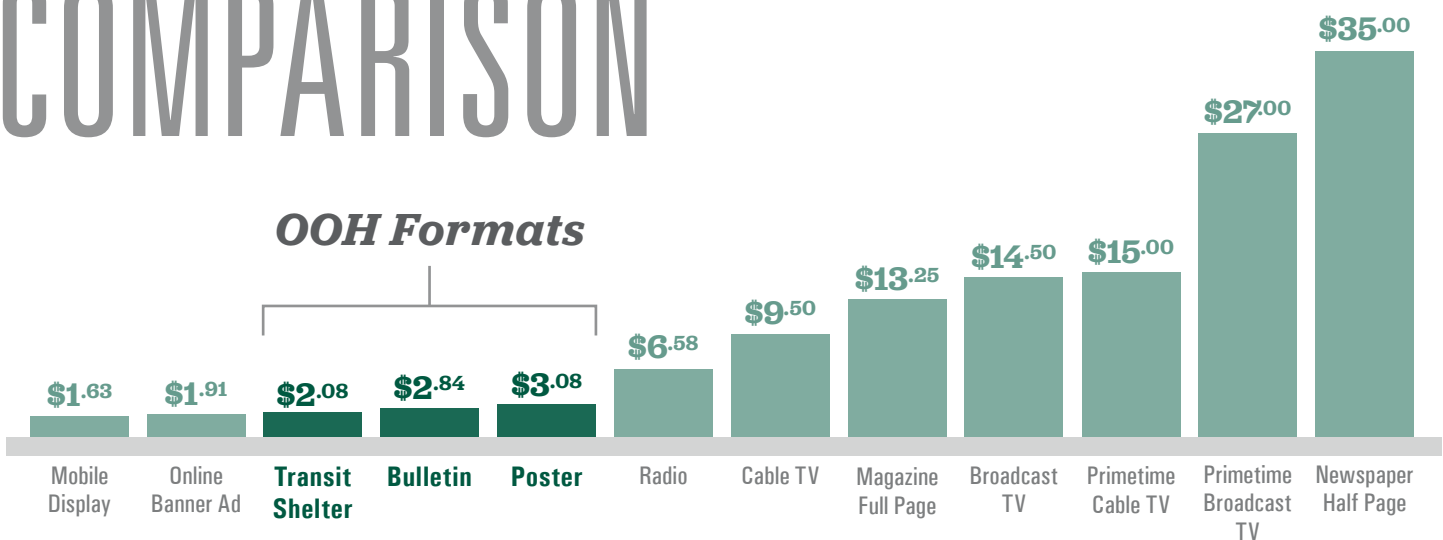
A person traveling for 18 hours is exposed to OOH ads during all 18 of those hours.



OOH has a low CPM.

Out of home has the lowest median cost per thousand among traditional media outlets.

CPM COMPARISON



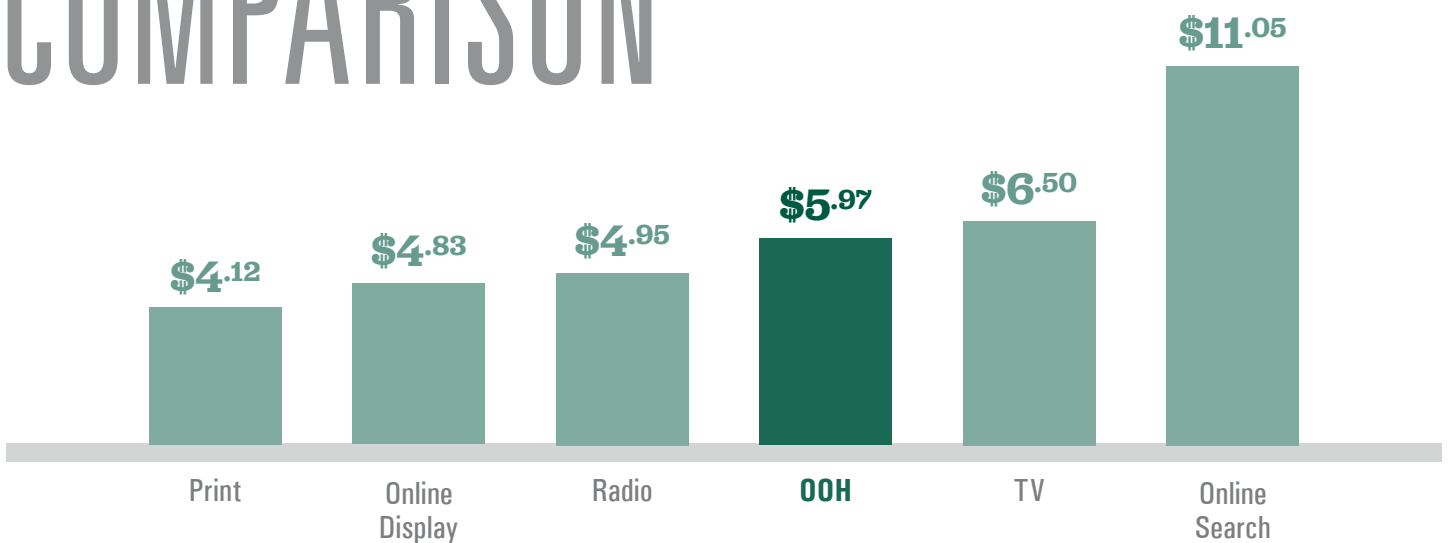
SOURCE: PJ Solomon

OOH produces strong ROI.

Advertisers see a higher return on investment with OOH than all traditional media other than TV.



ROI COMPARISON



SOURCE: OAAA, Benchmarking

OOH's weekly reach of 99%* tops every other medium.

It is also a proven booster. Adding out of home to other media components can increase the reach of...

RADIO campaigns by up to



43%

TELEVISION campaigns by up to



25%

MOBILE campaigns by up to



340%

NEWSPAPER campaigns by up to



112%



SOURCE: Media Behavior Institute

*Among Adults 18+

OOH helps you make creative impact.

Clever designs leave a big impression on your audience.



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 location data from consumer trips made with mobile devices and connected car data to get an accurate count of passing traffic.

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.

RISKS OF UNAUDITED BUYS

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.

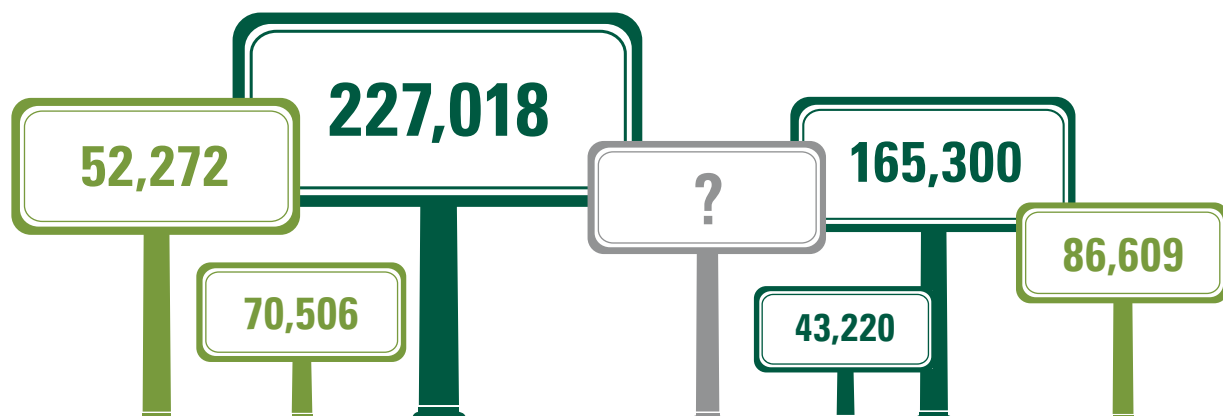
Traffic counts of unmeasured boards are often configured based on figures that include two-way directional traffic rather than weekly impressions.

BENEFITS OF MEASURED BUYS

Geopath measurements are the industry standard.

Know the accurate number of weekly impressions (the number of people 18+ who are potentially exposed to an OOH ad).

Audited boards give you the capability to target a specific demographic, giving you the best displays for your intended audience.



Our customers see results.

"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

"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

"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.

"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 buying experience!

Local Sales & Service Operations

Full Range of OOH Products Nationwide

Inventory in Markets & Locations You Need

Multi-market Placement Opportunities

Creative Assistance

Ready to see advertising opportunities in your target area?

Visit **lamar.com/InventoryBrowser**

