OUT OF HOME
ADVERTISING
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.
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.

81% of consumers say they notice the message on OOH ads.

The average American travels 25 hours per week.

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

SOURCE: Nielsen, Kantar
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:

- **72%** of people who have responded to an out of home ad have made a purchase.
- **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
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.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Weekly Time Exposed to Advertising Within the Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>OOH</td>
<td>18</td>
</tr>
<tr>
<td>Internet</td>
<td>12</td>
</tr>
<tr>
<td>Television</td>
<td>28</td>
</tr>
<tr>
<td>Newspaper</td>
<td>4</td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
</tr>
<tr>
<td>Magazines</td>
<td>2</td>
</tr>
</tbody>
</table>

SOURCE: BrandScience Global Econometrics Study
**OOH has a low CPM.**

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

### CPM COMPARISON

#### OOH Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Display</td>
<td>$1.63</td>
</tr>
<tr>
<td>Online Banner Ad</td>
<td>$1.91</td>
</tr>
<tr>
<td>Transit Shelter</td>
<td>$2.08</td>
</tr>
<tr>
<td>Bulletin</td>
<td>$2.84</td>
</tr>
<tr>
<td>Poster</td>
<td>$3.08</td>
</tr>
<tr>
<td>Radio</td>
<td>$6.58</td>
</tr>
<tr>
<td>Cable TV</td>
<td>$9.50</td>
</tr>
<tr>
<td>Magazine Full Page</td>
<td>$13.25</td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>$14.50</td>
</tr>
<tr>
<td>Primetime Cable TV</td>
<td>$15.00</td>
</tr>
<tr>
<td>Primetime Broadcast TV</td>
<td>$27.00</td>
</tr>
<tr>
<td>Newspaper Half Page</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

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

**SOURCE:** PJ Solomon
OOH produces strong ROI.

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

Average ROI = $5.97
Per Dollar Spent

ROI COMPARISON

| Media Type     | ROI
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>$4.12</td>
</tr>
<tr>
<td>Online Display</td>
<td>$4.83</td>
</tr>
<tr>
<td>Radio</td>
<td>$4.95</td>
</tr>
<tr>
<td>OOH</td>
<td>$5.97</td>
</tr>
<tr>
<td>TV</td>
<td>$6.50</td>
</tr>
<tr>
<td>Online Search</td>
<td>$11.05</td>
</tr>
</tbody>
</table>

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%

*Among Adults 18+*
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.

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**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.
"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