



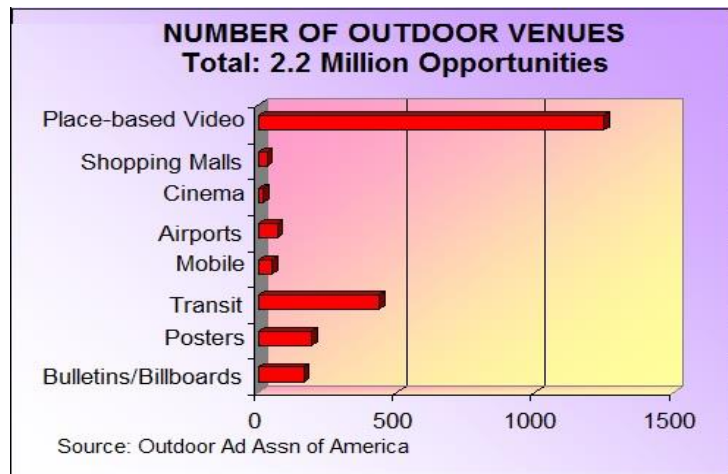
Outdoor PSAs: Reaching People Where They Live, Work and Play

Bill Goodwill

Like them or not, outdoor advertising is here to stay, and the industry has never looked brighter. This chart shows the tremendous placement opportunities available for OOH posters.

According to the Outdoor Advertising Association of America (OAAA), overall spending on outdoor advertising grew to \$6.7 billion recently, the fastest

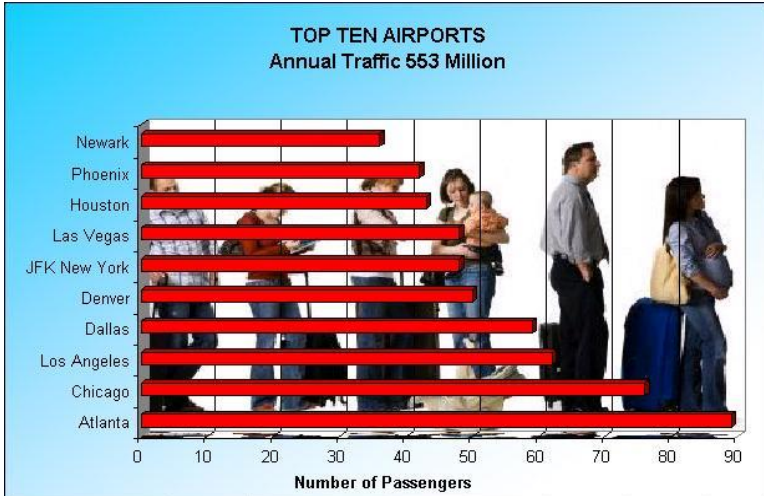
growing local ad medium, with a 22% growth in the last decade.



One reason for this phenomenal growth – particularly for outdoor billboards – is that people are spending more time than ever in their cars, with daily vehicle trips up 110% since 1970, and the number of cars on the road has increased by 147%.



With jet travel replacing trains and bus transportation, many airports have as much annual passenger traffic as can be delivered by a major national broadcast network.



Atlanta's Hartsfield airport, for example, has 90 million passengers annually, and the top 10 U.S. airports have half a

billion passengers. Similarly, shopping malls have become cities within cities, and the largest of them - Mall of America - has 40 million visitors annually.

In a recent year, we distributed four national OOH campaigns, placing **4,335 various types of OOH posters**, which generated **\$4.7 million in value** and **1.2 billion Gross Impressions**.

American Academy of Orthopedic Surgeons

Venue	# of Posters	Value	Impressions*
Airports (12)	68	\$501,850	76 million
Shopping Malls (61)	200	\$222,195	279 million
Transit	80	\$ 91,477	18 million
Totals	348	\$815,522	373 million

*Reach (audience) x frequency calculated for 1 month exposure

Consumer Product Safety Commission

Venue	# of Posters	Value	Impressions*
Billboards	470	\$547,182	166 million
WMATA	325	\$ 27,706	10 million
Transit	152	\$113,760	40 million
Totals	947	\$688,648	217 million

*Reach (audience) x frequency calculated for 1 month exposure

Substance Abuse & Mental Health Services Administration

Venue	# of Posters	Value	Impressions*
Airports	25	\$334,875	15 million
Shopping Malls	34	\$ 40,800	24 million
Transit	277	\$149,775	21 million
Totals	336	\$525,450	59 million

*Reach (audience) x frequency calculated for 1 month exposure

Social Security Administration

Venue	# of Posters	Value	Impressions*
Billboards	2,704	\$2.7 million	602 million

*Reach (audience) x frequency calculated for 1 month exposure

To view Powerpoint presentations for each of the different venues where we have placed PSAs, go to: <http://www.slideshare.net/dakotabill>

Other Resources:

For background information on OOH media, specifications on sizes and other useful information, go to:

<http://www.psaresearch.com/medoutdoor.html>

