WINNING VOTES WITH DIGITAL OOH

DYNAMIC DELIVERY OF CAMPAIGN AND ISSUE ADVERTISING

WINNING VOTES WITH DIGITAL OUT OF HOME
Connect Your Candidate or Issue with Today's Mobile Consumer

Digital OOH technology gives advertisers unparalleled ability to change ad messages quickly and efficiently.

Digital OOH offers innovative ways to create and amplify consumer interactions. With its flexibility and immediacy, digital OOH can help advertisers deliver highly relevant and personalized voter messages. Whether providing real-time or urgent information, digital OOH provides a broad platform for advertisers to connect with voters.

Large format digital OOH offers dynamic tools for advertisers and communities, and is now available at almost 12,000 roadside and pedestrian locations across 215 DMAs in the US. Digital place-based video networks offer another 1.25 million smaller screens throughout the country allowing advertisers to reach voters in many different places including cinemas, retail stores, health clubs, office buildings, convenience stores, and more.

Communities with digital OOH have come to rely on them for information about products and services, important alerts about news, weather and emergency situations, plus transit schedules and more.

FLEXIBLE
The nimbleness of digital OOH gives campaigns a unique and powerful way to reach a large number of geographically or demographically targeted voters. Digital OOH can be updated quickly and targeted precisely to desired audiences, faster than broadcast and print media. Copy can be changed as frequently as necessary. There are no production costs or installation charges for digital OOH ads.

IMMEDIATE
Digital OOH can be updated in real-time to respond to events on the campaign trail or breaking news, and provide a candidate with mobile control to change copy on a display or network of digital displays. In many markets, candidates even have the ability to send live tweets and communicate via mobile directly through digital billboards.

Digital OOH advertising can also drive voters to a campaign's website for more information. According to Arbitron, heavy billboard viewers are also heavy Internet users. This demographic is hard to reach with other media, and spends more time online than the general public. OOH advertising can also be used to reach potential contributers.

EFFECTIVE
Nielsen found 75 percent of travelers have noticed a digital billboard ad in the past month and 60 percent have noticed one in the past week. Of the travelers who noticed a digital billboard in the past month, 55 percent were highly engaged with the ad message. Advertising recall on digital billboards is very high ranging between 74 percent and 89 percent. Digital billboard ads were judged to stand out better than online ads by 71 percent of the study respondents, and rated almost equivalent to TV.

Digital place-based video networks are viewed by 46 percent of adults in the US each month, according to Arbitron. Across the US, these viewers tend to be younger, more educated and affluent, and more likely to be households with children in comparison to national averages. Arbitron also found that cinema viewers tend to be more receptive to ad messages in general, and cinema ads can play a vital role in reaching consumers, who tend to be light users of both TV and radio.

OOH advertising is on par with TV in brand building capacity, so it's an effective tool for building name recognition. By providing a simple, constant message, OOH advertising is uniquely suited to build a candidate into a lasting brand voters will remember on Election Day.

PRODUCTION
Digital OOH art files are very small and easily emailed. The preferred file size will vary depending on the size and dot pitch of the digital unit. The files should be created at the actual display ratio. This provides the sharpest possible image by alleviating the need to "down sample" the artwork before use. Designing at the actual pixels' density also limits use of extremely small type. The preferred file formats are .psd, jpg, tiff, or bmp saved at 72ppi in RGB color mode.

Digital place-based video network formats use standard aspect ratios of 16:9, 4:3, and 9:16, plus dimensions of 1920 x 1080, 1440 x 1080, and 1080 x 1920, respectively.

Contact OOH media companies for specific file size requirements prior to producing final art.

Source: Arbitron, Nielsen

**77% of digital billboard viewers agree –
"Digital billboards often catch my attention."**

**72% of digital billboard viewers agree –
"Digital billboards are a cool way to advertise."**

Source: Nielsen

DIGITAL OOH CAPABILITIES

71% of digital billboard viewers agree –
"Advertisements on digital billboards stand out more than online ads."

70% of digital billboard viewers agree –
"Digital billboards provide current and relevant information."

Source: Nielsen

DIGITAL OOH FORMATS

DIGITAL BULLETINS

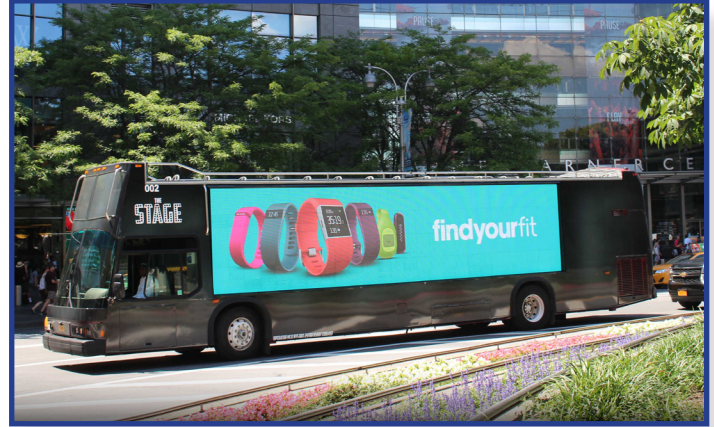**DIGITAL POSTERS**

DIGITAL WALLS

DIGITAL BUS SHELTERS

DIGITAL NEWSSTANDS

DIGITAL URBAN PANELS

DIGITAL OOH FORMATS

DIGITAL KIOSKS
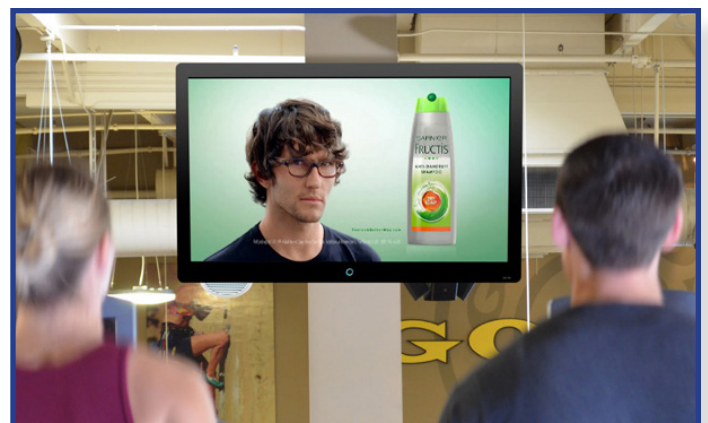

DIGITAL VEHICLES

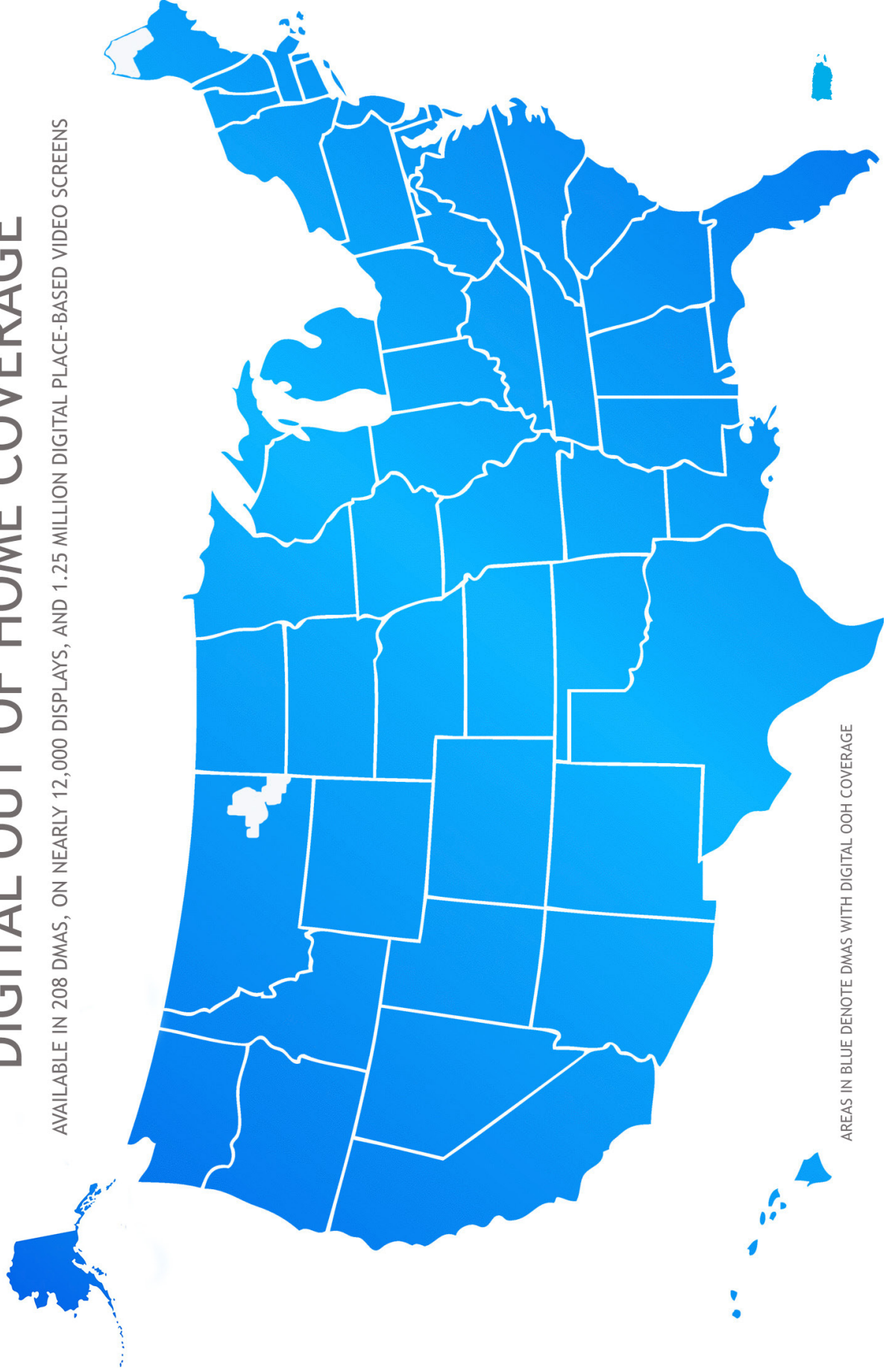**DIGITAL AIRPORTS**

DIGITAL MALLS

DIGITAL RAIL

DIGITAL PLACE-BASED VIDEO NETWORKS

DIGITAL OUT OF HOME COVERAGE

AVAILABLE IN 208 DMAS, ON NEARLY 12,000 DISPLAYS, AND 1.25 MILLION DIGITAL PLACE-BASED VIDEO SCREENS

AREAS IN BLUE DENOTE DMAS WITH DIGITAL OOH COVERAGE

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STANDARD DIGITAL OOH FORMATS

Digital OOH Displays

1800 x 600 Pixel Ratio/3:1 Aspect Ratio

Large Bulletin

1400 x 400 Pixel Ratio/7:2 Aspect Ratio

Standard Bulletin

Junior Bulletin

840 x 840 Pixel Ratio/1:1 Aspect Ratio

Square Bulletin

840 x 400 Pixel Ratio/21:10 Aspect Ratio

Standard Poster

Junior Poster

Digital OOH HD Screens

1920 x 1080 Pixel Ratio/16:9 Aspect Ratio

Airport Horizontal Screen

Mall Horizontal Screen

Newsstand Horizontal Back Screen

Rail Horizontal Screen

Place-Based Horizontal Screen

1080 x 1920 Pixel Ratio/9:16 Aspect Ratio

Airport Vertical Screen

Bus Shelter Vertical Screen

Mall Vertical Screen

Newsstand Vertical Side Screen

Rail Vertical Screen

Place-Based Vertical Screen

OUTDOOR ADVERTISING
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