

PUBLIC SERVICE ADVERTISING PROGRAM 2015 Production Rate Structure

770-406-8467 • info@oaag.net

O A A G

Outdoor Advertising Association of Georgia, Inc.



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SUPPORT
georgiawildlife.org

PUBLIC SERVICE SPACE PROVIDED BY THE OUTDOOR ADVERTISING ASSOCIATION OF GEORGIA

BULLETIN

# OF BOARDS	1-TIME PUBLIC SERVICE RATE	AVG. DIRECT BUY COSTS	SAVINGS OVER 6 MONTHS
1 BULLETIN	\$2,425	\$10,500 + PRODUCTION	\$8,075
6 BULLETINS	\$14,550	\$63,000 + PRODUCTION	\$48,450
10 BULLETINS	\$24,250	\$105,000 + PRODUCTION	\$80,750
30 BULLETINS	\$72,750	\$315,000 + PRODUCTION	\$242,250

**Minimum of 4 Bulletins must be purchased to qualify for PSA Program*

POSTER

# OF BOARDS	1-TIME PUBLIC SERVICE RATE	AVG. DIRECT BUY COSTS	SAVINGS OVER 3 MONTHS
25 POSTERS	\$9,625	\$33,750 + PRODUCTION	\$24,125
50 POSTERS	\$19,250	\$67,500 + PRODUCTION	\$48,250
100 POSTERS	\$38,500	\$135,000 + PRODUCTION	\$96,500
200 POSTERS	\$77,000	\$270,000 + PRODUCTION	\$193,000
300 POSTERS	\$115,500	\$405,000 + PRODUCTION	\$289,500

**Minimum of 25 Posters must be purchased to qualify for PSA Program*

BULLETINS. POSTERS. DIGITAL DISPLAYS/LEDs.

A combination of any of these types of billboards are available on a statewide basis as long as the minimum purchase is \$10,000. The billboards will be placed in various Georgia markets and posting is based upon spaces available within those markets at your time of posting.

You will receive a minimum value of 2 times your investment with Digital. This is typically a 30 day period per play over a 60 day window of time.

DIGITAL SIGNS

# OF BOARDS	1-TIME PUBLIC SERVICE RATE	AVG. DIRECT BUY COSTS	SAVINGS OVER 1 MONTH
10 DIGITALS	\$10,000	\$30,000	\$20,000
15 DIGITALS	\$15,000	\$45,000	\$30,000
20 DIGITALS	\$20,000	\$60,000	\$40,000
30 DIGITALS	\$30,000	\$90,000	\$60,000

**Minimum of 10 Digitals must be purchased to qualify for PSA Program*