



Outdoor Advertising Association of Georgia, Inc.

PUBLIC SERVICE PROGRAM POLICY

The Outdoor Advertising Association of Georgia (OAAG) public service program provides advertising that supports civic, charitable and government public service messages that make our communities better places. Every year, OAAG members donate hundreds of thousands of dollars worth of advertising space through the OAAG public service program to organizations throughout the state. At minimum, our clients get a minimum 3-to-1 documented dollar value match for their investment when comparing the average retail value of the donated advertising space to the cost of the program. Following is the qualifying criteria for organizations to be eligible to utilize the OAAG public service program:

- 1) Be a non-profit organization
- 2) Be a charitable, civic or governmental entity
- 3) Provide service or outreach statewide
- 4) Use the public service campaign materials developed for the outdoor advertising campaign exclusively through this program

OAAG offers two main products in conjunction with this program: flex-face vinyl bulletins (various sizes) and poster panels. See the enclosed Product Description Sheet for more detailed information on these products and the Product Pricing Sheet for relevant fee information. In addition, as a value added service, OAAG distributes campaign artwork to participating member companies with digital billboards for posting upon space availability to provide increased program exposure and dollar value match at no additional cost to the client for campaigns over \$30,000.

Our goal is to display each public service poster/bulletin for as long as possible, but we may shorten or extend display time without notice. Space is provided in multiple markets statewide where locations are available. OAAG reserves the right to approve ad designs, and all artwork should include either a copy of the OAAG logo or the following text: "Public Service Provided by the Outdoor Advertising Association of Georgia."

As part of the program, OAAG can also assist with coordinating press conference unveilings announcing a public service program, as well as provide creative assistance for billboard designs (conditions apply). From start to finish, we keep in contact with our clients by providing a monthly location report detailing the name and market area of the company posting the billboard and a description of the billboard's physical location. Photographs are also provided as received by member companies. At the end of a campaign, the program participant receives a final completion report. This includes all the posted billboard locations, photographs provided and a summary report documenting the dollar value match of the donated advertising space for the campaign. To learn more about the effectiveness of your billboard public service program and to help us improve, we ask for a letter acknowledging the advertising space donation and for feedback on our service and products.

If you are interested in a statewide public service campaign utilizing outdoor advertising, please submit a request in writing. We ask that you include the following: the objective of the campaign, a description of the products you would like to use and the amount budgeted for the campaign. OAAG and its members look forward to helping you reach Floridians across the state with your public service message