



OUTDOOR FACTS

Out-of-home media advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into six main categories: billboards, street, roads, highways, transit, and alternative.

- The OOH advertising industry in the U.S. includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses.
- Billboard advertising is a traditional OOH advertising format, but there has been significant growth in digital OOH (digital billboards and place-based networks) in recent years; for example, about 4,900 digital billboard displays have been installed.
- Traditional roadside billboards remain the predominant form of OOH advertising in the US with 66 percent of total annual revenue. Today, billboard revenue is 73 percent local ads, 18 percent national ads, and 9 percent public service ads.[4]
- Out of home (OOH) advertising revenue rose 4.5 percent in 2018 compared to the previous year, accounting for \$8 billion, based on figures released by the Out of Home Advertising Association of America (OAAA).
- People spend more time in their vehicle than they do to read the paper and watch the news.
- Outdoor advertising has a lower cost per thousand than any other type of advertising. Outdoor ads cost 80% less than television, cable television, or a newspaper ads, and 50% less than radio ads.
- Ads on billboards are free to consumers; you do not have to buy a magazine, cable television, or a newspaper to see your advertisement.
- Outdoor advertising does not interrupt consumers in any way. There's no obnoxious sound, smell or other type of negative attention grabber. Billboards are noticed because of their messages, bright bold colors and creative graphics.
- Three fourths of Americans rely on billboards to find places while they are travelling.
- Billboards allow you to reach more people than any other type of media.

- Outdoor Advertising has a larger audience than any other type of advertising, partially due to the fact that people are driving further and further every day and spending more time on the move.
- A billboard with a good location can have more viewers than the super bowl.
- Outdoor advertising is the only type of media that has constant exposure. No other type of advertising allows your message to be displayed 24 hours a day, seven days a week.
- Repetition is extremely helpful when you are trying to increase your product awareness, or when you simply want to get your message across to millions of people. This task can easily be accomplished with billboard campaigns.
- Outdoor advertising makes it extremely easy to target, or not to target, a specific market.
- According to a study conducted by the OAAA, people glance at 70% of the billboards they pass, and of these, 63% are read.