DIGITAL OOH

DYNAMIC DELIVERY OF CONSUMER ADVERTISING

DIGITAL OOH
DYNAMIC DELIVERY OF CONSUMER ADVERTISING

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

Digital OOH offers innovative ways to create and amplify consumer interactions through improved service and convenience. With its flexibility and immediacy, digital OOH can help advertisers deliver highly relevant and personalized customer messages. Whether providing real-time or urgent information, or sales and special offers, digital OOH provides a broad platform for advertisers to offer money- and time-saving consumer solutions.

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 consumers 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 not only for information about products and services, but also for important alerts about news, weather and emergency situations, plus transit schedules and more.

Flexible
The flexibility of digital OOH delivers a unique and powerful way to reach a large number of geographically or demographically targeted consumers. 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. This flexibility incurs no production costs, and there are no installation charges for digital OOH ads. Digital OOH can be purchased for periods ranging from days to weeks.

Immediate
Digital OOH can be updated in real-time responding to consumer needs and more. Digital OOH can drive consumers to websites, and facilitate social media engagement to gain additional information and updates.

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, according to Nielsen. 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% 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 a majority of study participants said cinema advertising was more acceptable than online ads. In addition, the study found cinema ads can play a vital role in reaching consumers who tend to be light users of both TV and radio.

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.

DIGITAL OOH CAPABILITIES

DAY PARTING CONTENT

Reach consumers with real-time, relevant messaging by automatically rotating multiple creative designs based on time of day.

USER-GENERATED CONTENT

Let customers discuss a product or topic and display the comments immediately.

COUNTDOWNS

Digital OOH can count down to a specific day or event, and update with every rotation of an ad.

LIVE SCORES

Live scores can be reported on digital OOH and updated as the game progresses

DIGITAL OOH CAPABILITIES

TRAFFIC & COMMUTING

Digital OOH can automatically change creative designs based on travel conditions reacting to delays and incidents.

TRENDING ITEMS

Share trending items by displaying images, texts, prices, and more.

WEATHER TRIGGERS

Automatically change messages based on weather in a local market. Digital billboard sensors can produce current weather conditions, a local forecast, or report the current temperature.

SOCIAL MEDIA

Pull content from a variety of social media feeds such as Facebook, Twitter, Instagram, FourSquare, and more.

DIGITAL OOH CAPABILITIES

SPECIAL PRICING

Communicate unique offers or special sales and change information in response to consumer demands.

CONSUMER CONVENIENCE

Time is money and today's busy mobile consumer craves ways to create efficiencies in their day.

DIGITAL OOH IS ALL ABOUT UNDERSTANDING AND ENGAGING WITH ACTIVE CONSUMERS, DELIVERING SATISFYING, REWARDING AND VALUE-CREATING EXPERIENCES WHEREVER AND WHENEVER CONSUMERS WANT TO BUY.

DIGITAL OOH FORMATS

DIGITAL BULLETINS

DIGITAL POSTERS

DIGITAL WALLS

DIGITAL BUS SHELTERS

DIGITAL NEWSSTANDS

DIGITAL URBAN PANELS

DIGITAL OOH FORMATS

DIGITAL KIOSKS
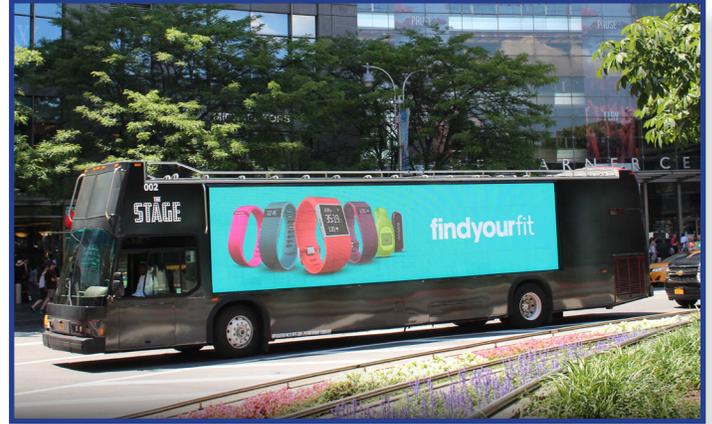
DIGITAL VEHICLES
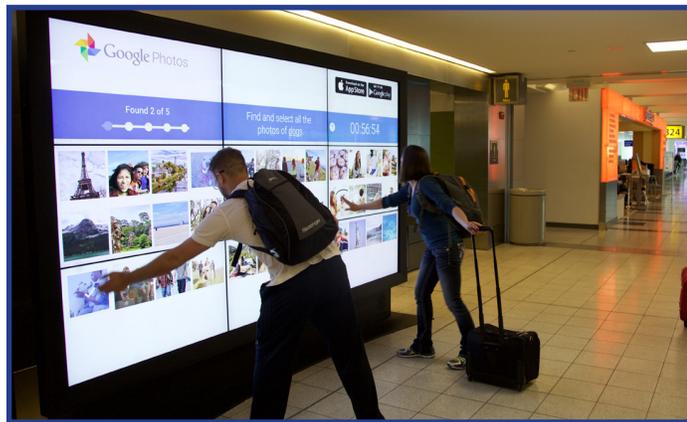
DIGITAL AIRPORTS
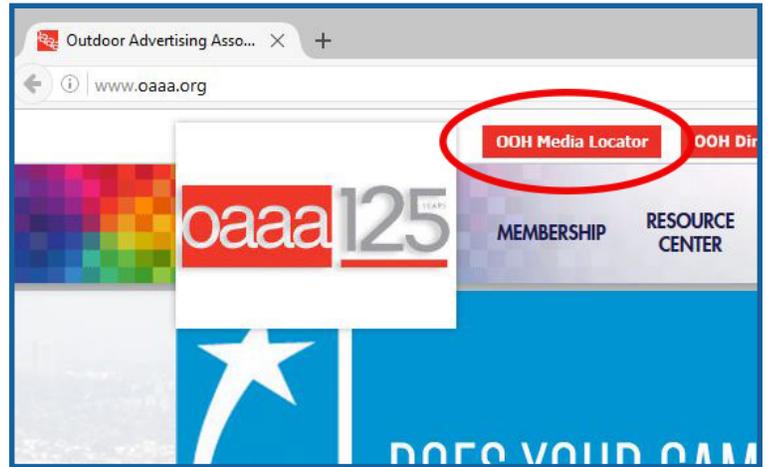

DIGITAL MALLS

DIGITAL RAIL
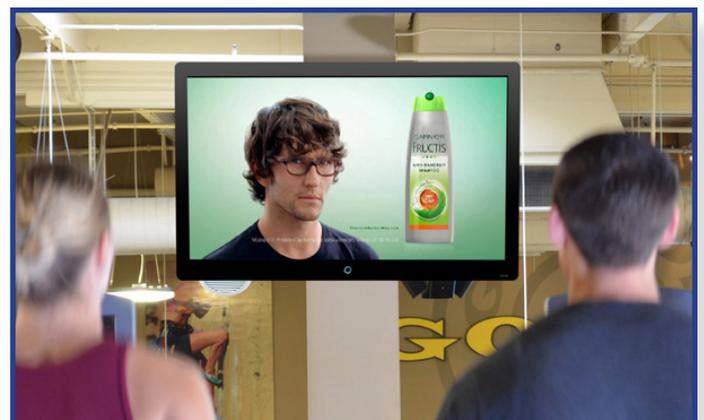
DIGITAL PLACE BASED VIDEO NETWORKS

OOH Media Locator

The OOH Media Locator allows users to quickly determine OOH format options by market and media company, including digital OOH which is available in most areas across the US.

The Locator search includes CBSA or DMA markets, OOH media category, OOH media formats, and offers an Excel export function to save search details.

DIGITAL OUT OF HOME COVERAGE

AVAILABLE IN 208 DMAS, ON NEARLY 12,000 DISPLAYS, AND 1.25 MILLION DIGITAL PLACE-BASED VIDEO SCREENS
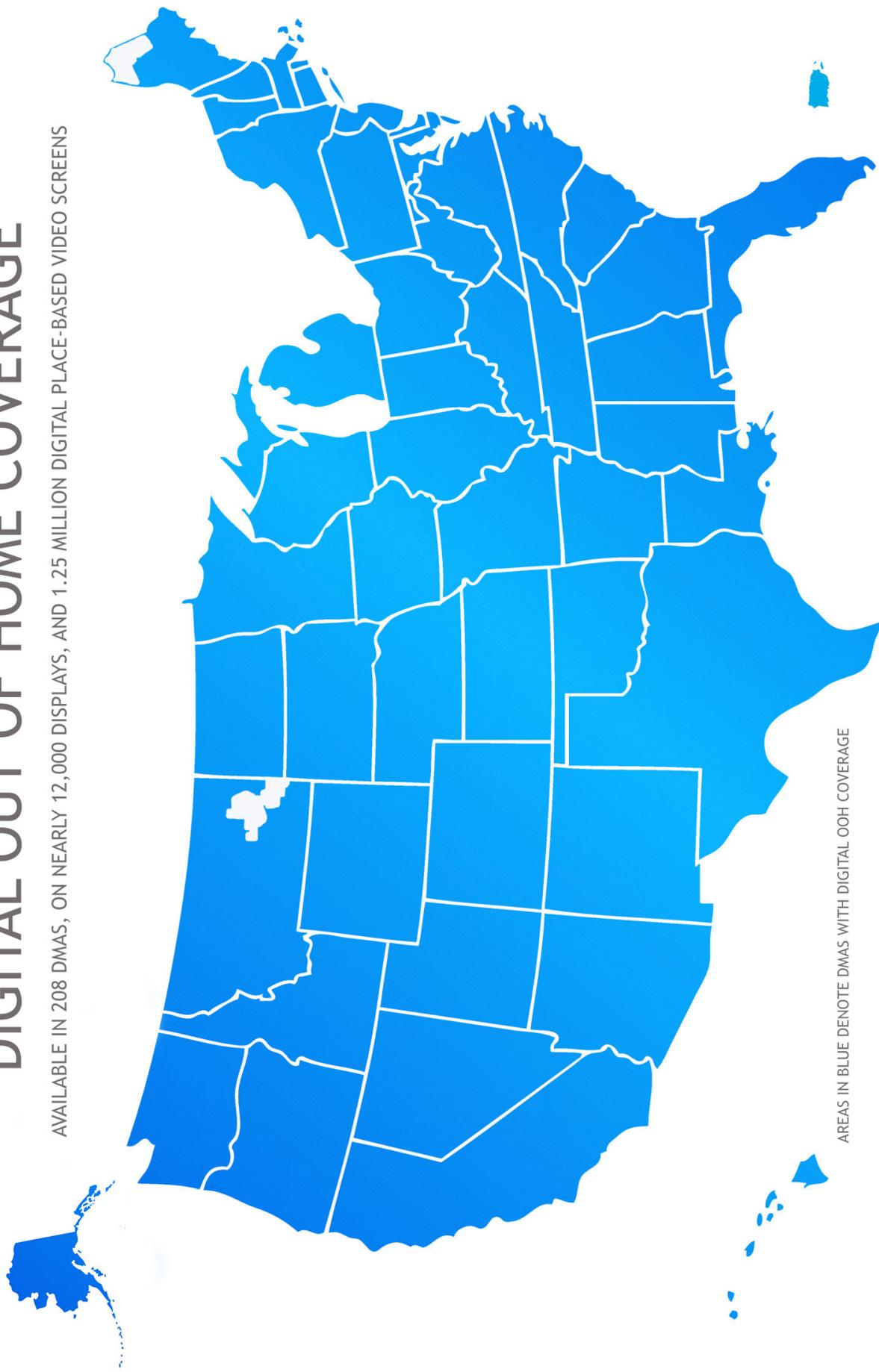
AREAS IN BLUE DENOTE DMAS WITH DIGITAL OOH COVERAGE

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

oaaa

Out of Home Advertising Association of America

1850 M Street, NW Suite 1040
Washington, D.C. 20036
202.833.5566
www.oaaa.org