



2006

**Information Kit for
Public Service Campaigns**

OUTDOOR ADVERTISING ASSOCIATION OF ILLINOIS
920 SOUTH SPRING STREET
SPRINGFIELD, IL 62704
217-522-6224 □ 217-522-6225 FAX



PUBLIC SERVICE PROGRAM

OAAI public service program is a statewide effort in which our member billboard companies donate advertising space to qualifying organizations in order to communicate important messages to the motoring public.

OAAI has helped to promote numerous public service campaigns on behalf of not-for-profit organizations and governmental agencies on issues such as improving the quality of life for children, preventative health, education, community well being, environmental preservation and strengthening families. In conjunction with our partners, OAAI donates hundreds of thousands of dollars each year to bring to the forefront these and many other important messages to the citizens of Illinois.

OAAI is the only organization within the state of Illinois that provides this type of public service program for billboards on a statewide level. The program is executed exclusively through the generosity and goodwill of its membership.



About Us

The Outdoor Advertising Association of Illinois (OAAI) is not-for-profit trade association representing outdoor advertising companies who conduct business in the state of Illinois. OAAI was established in 1895 to protect the interests, rights, and privileges of the outdoor advertising medium as they may be affected by legislative, administrative or judicial action.

OAAI is governed by a six member board and administered by a full-time staff whose office is headquartered in Springfield, Illinois.

Our Mission

The mission of the Outdoor Advertising Association of Illinois shall be to promote and develop the outdoor advertising medium; protect its members in every lawful and property manner from injustices and unjust exactions; to do all things necessary and proper to encourage and promote customs and practices which will strengthen and maintain the outdoor advertising industry to the end that it may best serve the public.

Our Vision

Our vision is to lead and unite a responsible outdoor advertising industry in Illinois that is committed to serving the needs of advertisers, consumers and the public.

Toward that end, OAAI's objectives are:

- To cooperate with other groups and professions whose goals and interests coincide with OAAI members;
- To promote legislation conducive to the good practice of outdoor advertising;
- To provide services to members as they may decide to be advantageous to their collective needs;
- To foster and facilitate the exchange and dissemination of technical information and research results within the outdoor medium;
- To develop and promote ethical standards for the guidance of its members in their relationship with each other and the general public;
- To educate and create greater awareness among policymakers and the general public on the value and benefit of the outdoor medium; and
- To create goodwill between the outdoor medium and the communities to which our members serve.



Program Qualifications

To qualify, organizations must:

1. Be a not-for-profit organization;
2. Be a registered charitable, civic or governmental entity;
3. Not have funds for advertising in any other media format exclusive of production costs or other related PSA fees;
4. Provide service or outreach at the local, county, statewide or national level; and
5. The issue must be non-commercial, non-denominational, non-partisan, and not be political in nature.



How the Program Works

Public service advertising space shall be provided by OAAI at no cost, except for applicable production and posting fees.

Examples of how billboard space may be used include: educational or informational PSA messages, hotlines numbers, specialty license plates, fundraising events and any other type of message that involves outreach or fundraising to improve the lives of the citizens of Illinois.

OAAI asks that all public service advertising requests be submitted in writing and as far in advance as possible. Upon completion of the campaign, OAAI will provide a completion report including location lists, photographs, and a summary of the approximate retail value of the program.

All designs are subject to content approval by OAAI. Space is provided on a “space available basis.” Each public service poster/bulletin will normally be displayed for a period of time (usually 30 days) which is indicated in the agreement; however, OAAI reserves the right to shorten or to extend this time without prior notice.



PRODUCTION AND POSTING FEES

DESIGN OF ARTWORK

OAAI has member companies who have in-house design departments and are happy to assist you with the creation of your artwork at no charge.

PRODUCTION FEES

Production of your artwork is outsourced. The cost depends on the material used and the size of the ad. OAAI can coordinate all aspects of the production of the campaign and will invoice the advertiser for any costs related to the production. For a general idea of production costs, please contact the OAAI office.

SHIPPING FEES

Once the production of your artwork has been completed, the posters and/or vinyls are then shipped to our member companies who will then post your message on their billboards. The shipping costs will depend on the quantity being shipped and the various locations to where it is being shipped.

POSTING FEES

BILLBOARD SIZE	POSTING FEE
6 X 12 - Junior Poster	\$ 125.00
12 X 25 – 30 Sheet Poster	\$ 200.00
10 X 30 - Vinyl	\$ 300.00
10'6 X 36 - Vinyl	\$ 300.00
14 X 48 - Vinyl	\$ 450.00
10 x 40 - Vinyl	\$ 375.00
20 X 60 - Vinyl	\$ 600.00

Please note: The costs for production and posting fees are reasonable estimates. These costs can vary depending on product, design, quantity, and size.



TYPES OF BILLBOARDS

In some cases, your public service campaign may consist of various types of outdoor advertising space in order to have maximum impact and reach specific markets. Below are just some of the various products the outdoor advertising medium offers:

30-Sheet Poster

This type of billboard is printed on poster paper and comes in two different sizes. The first is a standard 30-sheet poster, which has a live copy area of 116" x 256". The second is called a bleed poster, which has a slightly larger live copy area of 125" x 272". These posters are produced by either digital or silkscreen printing.

Junior Poster

Junior posters are produced the same way as 30-sheet posters, but measure only 60" x 132". Their smaller size can be a huge advantage when it comes to cost, efficiency and placement.

Vinyl

Vinyl wraps allow even more space for information than the paper posters. The vinyl is wrapped around the billboard, allowing for more room for live copy. The copy area is 12'3" x 24' x 6". The vinyl is digitally printed and is more durable to the outside elements allowing for long term exposure.

Bulletins

Bulletins are the largest outdoor advertising displays measuring 14" x 48". Vinyl is also used on this board, allowing for long-term exposure.



Rules for Campaign Acceptance

Upon acceptance of your application we ask in return that you:

1. Include a tag line on all artwork stating that the advertising space has been donated by the Outdoor Advertising Association of Illinois;
2. Become an Affiliate Member (dues is \$25.00) as one of our Philanthropic Partners with the Outdoor Advertising Association of Illinois; and
3. At the end of campaign provide OAAI a letter acknowledging the donation and/or the organization's general view of the service and products provided.



Program Application

Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Organization's Exempt Status: _____

Name of Campaign/Project: _____

Markets Requesting: (Counties or Cities) OR if statewide, please indicate by writing the word "statewide".

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(Please continue list on back if needed)

Project Budget: _____

Copy Provided by OAAI: _____ Advertiser: XXXX

Requested time for display: _____

Are you currently an active member of OAAI? Yes: _____ No: _____

Applicant's Signature: _____ Date: _____

Please return to:

**Rose M. Trader – Executive Director
OAAI
P.O. Box 7224
Springfield, IL 62791-7224**