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Public Service

Representing the Nation's Out of Home Advertising Industry

THE HEART OF THE OUT OF HOME INDUSTRY

The out of home (OOH) advertising industry regularly provides free advertising space for charitable causes, a practice dating back to the turn of the century. The industry donates more than \$450 million each year to local and national non-profit groups that can't afford paid advertising.

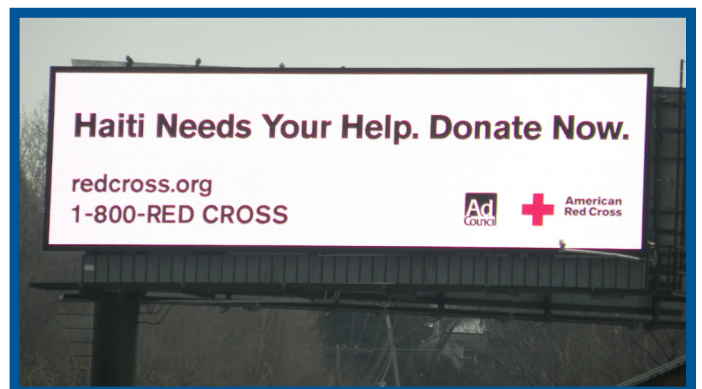
The Advertising Council

Since its inception, the OOH advertising industry has worked with The Advertising Council to bring public service programs to the American people with more than \$300 million in donated space each year. The tradition continues with more than a dozen OOH campaigns available at no cost.



In an Emergency

The OOH industry is always quick to respond to emergencies. From community weather alerts to international disaster relief efforts, authorities rely on OOH to spread the word.



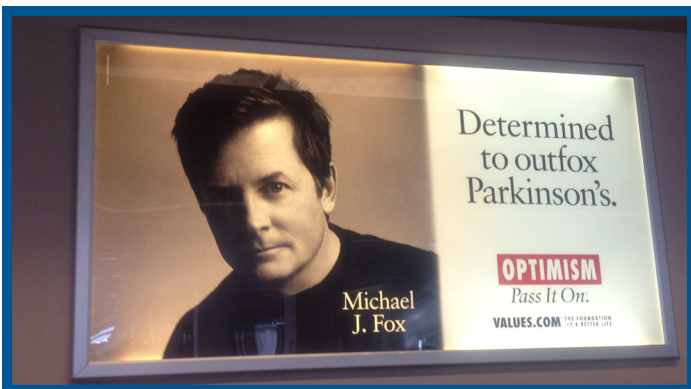
Fighting Crime

Across America, the power of OOH advertising is being harnessed to help law enforcement apprehend fugitives and search for missing children. A partnership with the FBI has resulted in the apprehension of 53 wanted criminals thanks to digital billboards and alert citizens.



Pass It On

Now in its 12th year, the Foundation for a Better Life's Pass it On campaign has been one of the most successful OOH public service efforts in the industry's history. The campaign partners with respected celebrities, historic figures, and hometown heroes to promote positive emotional and lifestyle values, motivating others to "pass them on."



Art Everywhere US

In late 2014, the US OOH industry launched *Art Everywhere US*. The project encompassed many important industry interests, including the implementation of a strategic public service program that would promote public good, demonstrate OOH capabilities, and build new alliances within the arts community.

