



# **Public Service Campaign Information Kit**

**2017**

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Executive Director

OUTDOOR ADVERTISING ASSOCIATION OF ILLINOIS  
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## 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.

OAAI is governed by a ten-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 proper 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.

# Public Service Program



The Outdoor Advertising Association of Illinois 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 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 our membership.



## How the Program Works

Public service advertising space shall be provided by OAAI at no cost, except for applicable production, shipping 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 minimum of 30 days, which is indicated in the agreement; however, OAAI reserves the right to shorten or to extend this time without prior notice.

# Public Service Program

## Program Qualifications

To qualify, organizations must:

1. Be a not-for-profit organization;
2. Be a registered charitable, civic or governmental entity;
3. Provide service or outreach at the local, county, statewide or national level; and
4. The issue must be non-commercial, non-partisan, and not be political in nature.

## Campaign Fees

### Design of Artwork

OAAI has graphic designers available to develop or modify your artwork at no additional charge.

### Advertising Space

There is no charge for rental of billboard space for public service campaigns. The space is donated thanks to the goodwill of our membership. Should your artwork remain on the billboard beyond the normal 30-day period, the added time is a further donation to your organization with at no cost.

### Production, Shipping and Posting Fees

Production of your artwork is outsourced to vendors who participate in our program who provide outstanding "public service rates" for printing. 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.

The shipping costs will depend on the quantity being shipped and the various locations to where it is being shipped.

### Membership Fees

All participants of the OAAI Public Service Program are required to become an Affiliate Member as one of our Philanthropic Partners with the Outdoor Advertising Association of Illinois. Membership dues are \$25.00.

# Public Service Program

## Locations

The Outdoor Advertising Association of Illinois has member agencies with billboards in nearly every county in Illinois. The larger cities tend to have more billboard space available for the OAAI Public Service Program. Billboard space is donated on a "space available" basis.





## Public Service 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: \_\_\_\_\_

Requested time for display: \_\_\_\_\_

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

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return to:

**Rose Trader, Executive Director  
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Springfield, IL 62791-7224  
FAX: 217.522.6225**

**PHONE: 217.522.6224**