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The OAAV is the trade association for billboard advertising companies across Virginia. These companies donate advertising space to the OAAV for use by governmental, charitable, and not-for-profit entities. This advertising space is made available at a deep discount from typical market rates. We offer a special 2 for the price of 1, effectively doubling your outreach.

Outdoor advertising already reaches more people using fewer dollars than any other medium. Taking advantage of the discounted pricing allows you to stretch your budget and make a local, or statewide, impact that previously might have been cost prohibitive.

Throughout Virginia, the average billboard is seen by over 20,000 people every day, with some reaching over 100,000.

The OAAV offers several options to convey your message:

Poster Panels: A standard poster panel is 10'-5" tall x 22'-8" wide. These signs are located on busy primary streets and generally allow wide coverage in any given area for minimal cost. Posters are printed on a lightweight, polyethylene material that will typically last 60-90 days.

Bulletins: Standard Bulletins are 14' tall x 48' wide. These signs are located on interstate highways and other high-volume arteries. Bulletins are printed on a flexible, vinyl material that will last up to one year and can be rotated among several locations.

Digital Billboards: Digital billboards come in a variety of sizes and are located throughout Virginia. Unlike standard billboards, digital signs are electronic and there is no printing cost. You can also change your message at any time, or tailor specific messages for different times of the day. Digital billboards, however, are in strong demand, and are donated on a space available basis without a guarantee of placement.

The OAAV welcomes the opportunity to participate in programs and events that contribute positively to the communities we serve. The OAAV is the only organization in Virginia that provides this type of public service program, designed, and executed exclusively through the generosity and goodwill of its membership.

We are eager to serve, and we will facilitate a meeting with the president of OAAV to work out all the details.

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