

Public Education Program (PEP)

The Outdoor Advertising Association of Virginia (OAAV) is the official voice for billboard and out-of-home advertising companies across Virginia. Through a commitment to ensuring nonprofit organizations and state agencies can utilize billboard advertising, our member companies of the association would like to offer a 3 for the price of 1 discount on advertising for governmental agencies, charitable organizations, and nonprofit groups. The following information outlines details concerning the quantity of signs, services provided, and locations to be used for the program.

Quantity of Signage

Through this discount, the OAAV will present to the organization several options concerning types of signage used and time they are displayed using the established budget. The billboards are to feature messaging created by the organization in collaboration with OAAV staff. The association, as part of its offered services, can provide graphic design assistance to the organization should that be requested. Below are examples of options available to advertisers, featuring a \$75,000 budget and 6-month run time. Run times, budgets, and combinations of signage can be substituted, while staying within the established budget.

\$225,000 value: 6 months; 72 posters*

\$219,800 value: 6 months; 28 bulletins**

\$225,000 value: 6 months; 50 digitals***

- Posters* = smallest option; can be featured on surface streets
- Bulletins** = full size billboards along highways, interstates, etc.
- Digitals*** = billboards which offer the option of slideshows and quick editing

Locations of Signage

Through this discount, the OAAV will display billboards throughout high traffic flow areas, and beyond as available. The number of locations vary based on the arrangement organizations chooses, while utilizing the established budget. The signs featured throughout these locations will consist of static (stationary) billboards, digital billboards, and poster panels. The association, in collaboration with eligible organizations, can work to target specific areas within this region as available.



For questions or concerns regarding the program, please contact us:

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