



CSOAA PSA Program Overview

The California State Outdoor Advertising Association's (CSOAA) Public Service Advertising (PSA) program provides promotional opportunities to support civic, charitable, and government public service messages that contribute to the betterment of our state's communities. Every year, members of CSOAA donate millions of dollars worth of advertising space to qualifying organizations through the PSA program. Participants cover production and material expenses for their displays and receive donated advertising space at no charge. Organizations must meet the following criteria to be eligible:

- Non-profit organization, charitable, civic, or governmental entity
- Provide service or outreach statewide or to a significant geographic area of California
- Use the public service campaign materials developed for the outdoor advertising campaign exclusively through this program in concert with your overall messaging
- Have not had paid (market rate) billboard advertising in the last 24 months

CSOAA offers four static display products. CSOAA member companies will donate advertising space. There is a nominal production and installation charge of the following:

UNIT TYPE	SIZE	UNIT COST
Bulletin	14' x 48'	\$1,450
Poster	12' x 24'	\$550
Jr. Posters	6' x 12'	\$375
Shelter	4' x 6'	\$325

Each public service poster/bulletin will be on display for at least 28 days within a 90-day period, and sometimes longer during gaps between other advertisers. Space is provided in multiple markets statewide where locations are available.

As part of the program, CSOAA can also assist with press conferences announcing a PSA program.

The program participant receives a final report. This includes all the posted billboard locations, photographs provided, and a summary report document the dollar value match of the donated advertising space for the campaign. At the conclusion of each campaign, participants are asked to provide a letter acknowledging CSOAA's space donations.

If you are interested in a statewide outdoor advertising public service campaign, please complete the attached request form and contact Julia Spiess Lewis at julia@perrycom.com or 916-658-0144.