



California State Outdoor Advertising Association
1215 K Street, Suite 1450
Sacramento, CA 95814
213 995-6115 | Fax 213 995-6335
www.CSOAA.com

Public Service Advertising (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. Qualifying organizations must meet the following criteria to be eligible:

- Be a 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.

Currently, CSOAA offers five static display products in conjunction with this program. While CSOAA member companies will donate advertising space, there is a nominal production and installation charge of the following:

| Type of Billboard | Size | Production Cost Per Board |
|-------------------|-----------|---------------------------|
| Bulletin | 14' x 48' | \$1,400 |
| Poster | 12' x 24' | \$500 |
| Jr. Posters | 6' x 12' | \$350 |
| Shelter | 4' x 6' | \$300 |

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 conference unveilings announcing a PSA program. Throughout each organization's involvement, CSOAA will be in contact with the client by providing a location report detailing the name and market area of the company posting the billboard and a description of the billboard's physical location. Photographs are also provided as received by member companies.

At the end of a campaign, the program participant receives a final proof of performance completion report. This includes all the posted billboard locations, photographs provided and a summary report documenting 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 public service campaign utilizing outdoor advertising, please complete the attached application. CSOAA and its member companies look forward to working with the many worthy organizations serving Californians in a variety of ways.