

Find, consider and understand **out-of-home media**.

The **SRDS.com Out-of-Home Advertising Source™** gives you comprehensive planning data on U.S. place-based and traditional outdoor out-of-home media.

- 25 out-of-home categories
- 2,200+ out-of-home media

Media research, your way

Search for media and advertising opportunities any way that makes sense to you. Get in, find your options and apply powerful filters and sorting capabilities to help you evaluate huge lists of media quickly.

- Out-of-home media type
- Keywords and titles
- Geography (national or in 210 DMAs)

Actionable data in one place

SRDS listings include all the data points you need to compile an out-of-home plan.

- Profile
- Personnel
- Branch offices
- Advertising rates
- Commission
- Representatives/networks
- Terms and conditions
- Copy content
- Closing dates
- Coverage/circulation
















See it in action.
next.srds.com/videos/ooh

Make your media planning more efficient.

Learn more at srds.com or call 800.232.0772 x8002.

srds.com

Consider all out-of-home **media types**.

Place-Based		
 Airport Wall dioramas, clocks, posters and kiosks.	 In-Flight Magazine binders, in-flight movies, seat backs and disposal bags.	 Stadium/Arena/Sports Team Wall displays, scoreboards and programs.
 College Campus/School Display racks, bulletin boards, kiosks, sponsored television ads and college magazines.	 In-Store Shopping carts, store shelves, clocks, audio and checkout coupons.	 Truckside/Truckstop Display panels on sides, rear, front of trucks. Display signage at truck stops and interstate travel centers.
 Convenience Store Advertising at convenience store locations, targeted to particular demographics.	 Movie/Theater Movies, theaters, videocassettes and videocassette boxes.	 Event Marketing Special events, promotions and product sampling/demonstrations.
 Hotel In-room television/cable TV advertising and electronic displays.	 Shopping Mall Kiosks and wall displays at shopping malls.	 Other Specialized Media Out-of-home media not classified elsewhere in this directory. Includes interactive and audiotex opportunities.
 Indoor Billboards in the restrooms of restaurants, health clubs, arenas, movie theaters and night clubs.	 Sports/Fitness/Leisure Facility Wall displays, bulletin boards, display racks at health clubs, resorts and fitness facilities.	
Traditional Outdoor		
 Aerial/Inflatables Balloons, blimps, skywriting and banners.	 Mobile Advertising Mobile billboards on trucks.	 Telephone Kiosk Printed displays on free-standing public telephone enclosures.
 Bus Shelter Backlit displays and posters.	 Outdoor Billboards including posters, bulletins and painted walls.	 Transit Commuter transit platforms, trains and buses.
 Bus Bench Display panels on benches.	 Sampling/Street Teams Product sampling at high-traffic venues/locations.	 Vehicle Wraps Integrated mobile advertising that often incorporates staffing, routes or timing, or sampling into client programs.
 Digital Media Advertising on mobile telephones or wireless PDAs.	 Taxi Advertising within and on top of taxis.	

Make your media planning more efficient.

Learn more at srd.com or call 800.232.0772 x8002.

srd.com