



Outdoor Advertising Association of Georgia, Inc.

Conner A. Poe, Executive Director
P.O. Box 631
Cumming, GA 30028
Phone: 770.406.8467
Fax: 770.406.8725
Email: cpoe@oaag.net

OAAAG Membership Services

- **Year-Round Statewide Representation**
At the State Capitol, GDOT, the Georgia Chamber of Commerce and more.
- **Annual Convention**
An annual convention with industry speakers to include major advertisers, agency gurus, state legislators and GDOT board and staff.
- **Quarterly Newsletters**
Recognition for you and your staff. Continual updates on GDOT regulations, state and national industry affairs.
- **Statewide Public Service Programs**
Earn press coverage and prestige every time you donate outdoor space.
- **Resources & Research**
Mailing lists, ordinances, FHWA reports, marketing contacts...at your fingertips.
- **Leadership Opportunities**
A 17 member Board of Directors and several committees give you the chance to move outdoor advertising in the right direction.

Are You . . .

- Thinking that your company should do something about increasing attempts to restrict or ban outdoor advertising?
- Wondering why you haven't been able to get a real vegetation permit in Georgia compared to surrounding states?
- Curious about what your advertisers are hearing about logo signs, scenic byways and the digital billboards?
- Feeling uninformed about new outdoor companies and who's working where?
- Wishing you could brainstorm with others who understand what it means to be apart of an industry often "under siege?"
- Longing for recognition for "the good stuff" -- your company's many contributions to the community?

OAAAG is dedicated
to promoting, protecting and
Advancing Georgia Business
through the use of
Outdoor Advertising



Outdoor Advertising Association of Georgia, Inc.

Conner A. Poe, Executive Director
P.O. Box 631
Cumming, GA 30028
Phone: 770.406.8467
Fax: 770.406.8725
Email: cpoe@oaag.net

Maybe You Should . . .

- Monitor the FHWA, the Georgia Legislature, environmental groups and city councils. Then communicate the facts about outdoor.
- Start communicating regularly with the Georgia legislators, State Transportation and staff.
- Take time to explain to your advertisers how regulations and legislation that affect outdoor advertising also affect their businesses.
- Find a place to network and build your list of industry contacts and suppliers.
- Meet and listen to more outdoor advertising industry veterans and share your expertise with newcomers.
- Keep current statistics, plan public service events and make sure the news media knows the economic impact of outdoor advertising.

The Outdoor Advertising Association of Georgia is the only trade association in Georgia devoted to meeting the needs of people like you...people who believe in the value of outdoor advertising, its past successes and its future potential.

Public Service Program

The OAAAG Public Service Program allows non-profit organizations and government agencies to take advantage of open billboards in Georgia free of charge.

- Since 2006, more than **650** billboards have been posted statewide
- Since 2006, OAAAG has provided more than **\$1 million** in outdoor advertising space.

About Dues

The OAAAG Board of Directors approves all applications and determines your membership category. Categories and corresponding dues are:

- Regular Members (outdoor plants):
Part I Dues are due in January - \$3.85 per face (minimum \$250). Part II Dues are due in June - a proportionate percentage of the previous year's net revenues (minimum \$250).
- Associate Members (suppliers, leaseholders): \$1,000 for Georgia companies. Out-of-state firms pay \$500.
- Affiliate Members (advertisers, agencies, other associations): \$300.
- Non-profit Affiliates (public service organizations): \$25. Members are invoiced annually in January. Dues for those joining mid-year are prorated. Regular and associate members may vote and hold office.