

Baltimore City Chamber of Commerce Outdoor Advertising Program

March 13, 2024

Clear Channel Outdoor (CCO) is interested in developing an outdoor advertising program in partnership with the Baltimore City Chamber of Commerce. This document outlines the parameters and benefits of the program.

Chamber members will have an opportunity to market their businesses on 350+ Poster-sized static (printed) billboards across Baltimore City at discounted rates. The chamber can also be featured on each member's ad with a co-branded element that includes the Chambers logo and "Proud Member of" tagline that provides additional exposure for the Chamber. In the Baltimore DMA, specifically in Baltimore City, CCO has dominant coverage with 100% Posters and 82% Digital Bulletins. Our Showing Level coverage is based on Impressions from Geopath, a non-profit organization governed by a tripartite board comprised of advertisers, agencies, and media companies.

Program Details

- **Member Consultation** - A CCO account executive will support interested members in identifying billboards in their areas of interest and availability. Each board has a photo sheet, location details and weekly impressions based on an 18+ yrs. audience demo.
- **Length of Campaign** - Our billboards are sold in 4-week segments and always start on Mondays. Our recommended minimum duration is 12-weeks. Frequency is key to advertising success and campaigns shorter than 12-weeks may not generate the best results.
- **Poster-sized Billboard Dimensions:**
 - Display Dimensions - Size of vinyl: 10'5" x 22'8"
 - Physical Dimension - Frame: 12' x 25'
- **Creative Services** - CCO will provide creative services free of charge for each member's design that contracts with the program. If members have their own design resources, we will provide specs and guidance from our creative team to produce their designs.
 - The Chamber may also take advantage of this outdoor program if there is a need for using our platform for your own promotion.
- **Material** - CCO utilizes an Eco-Flexx material for posters, which is an environmentally friendly made of 100% recyclable polyethylene (PE) substrate and is easily recycled after use.
- **Message Restrictions** - The intended messaging for this program is based on marketing/advertising for Chamber member's primary businesses. Restrictions may apply to non-business-related messaging including political, advocacy and/or other third-party partner messaging that does not align with CCO community standards.

- **Rates**

- 4-week retail rates on Poster-sized billboards in Baltimore City range from \$850-\$1,250.
- Member's discounted 4-week rates are 25% off retail rates, ranging from \$595-\$1,034.
- Retail rates are dynamically generate based on demand indexes and the pricing referenced above is based on current rates at this time. CCO will review retail rates every 6 months and alert the Chamber of any drastic pricing changes.
- Each printed billboard has a one-time production and install charge, which is also discounted from \$200 retail to \$150 + tax per poster location.

- **Discount Rate Restrictions** – This program's discounted rates do not apply to political and/or advocacy messaging. In addition, creative for these message types must be approved by CCO management before rates and/or contracts are finalized.

- Each member business who participates in the program will be contracted individually with their own CCO billing account. Any members who have active campaigns in place with CCO may take advantage of this program upon completion of their current contract.

In conclusion, we see value in becoming an active member with the Chamber. We look forward to your review of this program and setting up some time to get your thoughts and answer any questions you may have.

Sincerely,

Brent Betts

Brent Betts
Local Sales Mgr.