

## Habitat for Outdoor Advertising Program

June 20, 2024

Clear Channel Outdoor (CCO) is interested in developing an outdoor advertising program in partnership with Habitat for Humanity of Carroll County. This document outlines the parameters and benefits of the program.

Habitat for Humanity of Carroll County Sponsors will have an opportunity to market their businesses on 100+ Poster-sized static (printed) billboards across Carroll County at discounted rates. Habitat for Humanity of Carroll County can also be featured on each member's ad with a co-branded element that includes the Habitat logo and "Proud Sponsor of" tagline that provides additional exposure for Habitat.

### Program Details

- **Sponsor Consultation** - A CCO account executive will support interested sponsors 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 sponsor's design that contracts with the program. If sponsors have their own design resources, we will provide specs and guidance from our creative team to produce their designs.
  - Habitat 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 Habitat Sponsor'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 Carroll County range from \$1,580-\$3,340.
- Member's discounted 4-week rates are 25% off retail rates, ranging from \$1,185-\$2,505.
- 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 Habitat 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.
- Similar discounts are available on print bulletins and digital premiers.

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

In conclusion, we want to support Habitat for Humanity of Carroll County and those who give their time and services to support the mission. We look forward to your review of this program, answering any questions and helping communicate accordingly.

Sincerely,

*Brent Betts*

Brent Betts  
Local Sales Mgr.