

OUTDOOR ADVERTISING EXCHANGE

www.OutdoorAdExchange.com

**Remote
Overall Training**

MEDIA KIT

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Outdoor Advertising Information Manual

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OUTDOOR ADVERTISING EXCHANGE

“Remote Overall Training”

SESSION OUTLINE

TRAINING SESSIONS

- Eight (8) total hours

INDUSTRY AND MARKET ANALYSIS

- Market Analysis
- Market Demographics
- Market Competition

LICENSING & PERMITTING

- Outdoor Advertising License
- Local Ordinances (Off-premise signs)
- State Regulations (Dept. of Transportation)
- Sign Permit Application Process
- Building Permit Application Process

SITE LEASE ACQUISITION

- Site Lease Research (Planning & Zoning)
- Site Lease Proposal
- Site Lease Negotiation
- Site Lease Agreement (Sample)

MARKETING AND SALES STRATEGY

- Marketing Strategy
- Billboard Formats
- Sales Strategy
- Sales Tools
- Pricing and Rates
- Ad Copy Layout and Creative Tips
- Ad Agencies & Strategic Partners

OPERATIONS AND MAINTENANCE

- Flex Vinyl Printing
- Flex Vinyl Installation
- Electrical Equipment & Maintenance
- Insurance Policy

OUTDOOR ADVERTISING EXCHANGE

“Remote Overall Training”

SESSION PRICING

Course ID#: ROVT-0800

Cost: *\$895

- **Remote Consultation
- Includes the Outdoor Advertising Information Manual
- **Eight (8) Hours of **Remote Training Consultation Sessions** (minimum 1 hr sessions)

*Prices listed above are based on a **per participant** basis. Payment in full is due prior to the start of delivery of Outdoor Advertising Information Manual and Remote Training Sessions.

**Any and all Remote Training Consultation (RTC) is required to be scheduled for minimum one (1) hour sessions