

Out-of-Home & Billboard Advertising — Workbook

This workbook turns the course into a launch-ready kit for planning, buying, designing, and measuring a real out-of-home campaign. Work through each section as you build an actual flight, filling the worksheets with your own market, boards, and numbers, and using the checklists so nothing breaks before you spend. The templates are editable planners for format selection, a budget and reach calculator, a location scorecard, a creative spec sheet, and a post-campaign report.

OOH Foundations: Formats, Audience Metrics, and the Market

Choose the right format for your goal and learn to compare placements on audience delivery, not size.

Worksheet: Campaign Objective and Format Match

Define the one behavior you want to change and where that audience is, then let the format follow. Fill every field before looking at any prices or boards.

Campaign objective (awareness / footfall / direct response)

Single success metric (recall, store visits, QR scans, etc.)

Target audience description (age, role, behavior)

Where that audience physically is (corridors, neighborhoods, venues)

Likely dwell time of those locations (seconds or minutes)

Chosen primary format and why

Words your message can carry at that dwell time

Exercise: Read a Geopath-Style Placement Card

Take any board you are considering (or a vendor sample) and translate its raw audience data into the numbers a buyer actually plans against.

- Write down the total impressions, then the in-target impressions for your audience.
 - Calculate composition: what percent of viewers are in your target?
 - Find the index versus market average. Is this board above or below 100, and by how much?
 - Given two boards with equal traffic but different indexes, which would you buy and why?
-

Exercise: Reach, Frequency, and CPM Drill

Practice the three calculations you will use on every plan so the math is automatic before you buy.

- A package delivers 1,200,000 in-target impressions and reaches 150,000 unique people. What is average frequency?

- A bulletin costs 4,000 dollars for four weeks and delivers 800,000 impressions. What is the CPM?

- Your awareness goal needs frequency of at least 4. Does the package above clear it? Should you add reach or frequency next?

Checklist: Format Selection Checklist

- Objective and single success metric are written down
- Audience and their physical locations are identified
- Format matches the behavior and the place, not just the budget
- Message length is sized to the format's dwell time
- You are comparing placements on in-target impressions and index, not raw traffic
- You know whether you need more reach (more locations) or more frequency (more weight)

Planning and Buying: Budget, Placement, and Negotiation

Translate the goal into a budgeted reach-and-frequency plan, scout real boards, and negotiate a clean deal.

Worksheet: Reach-and-Frequency Budget Builder

Work the budget backwards from the audience you must reach. Fill in your own market numbers; leave the calculated cells to compute yourself using the formulas given.

Target population in the market

Reach goal (percent of target)

Reach in people (population x reach percent)

Average frequency goal (4 to 10 for awareness)

Required impressions (reach x frequency)

Blended CPM estimate (dollars)

Media cost (impressions / 1000 x CPM)

Production and installation cost

Total flight cost (media + production)

Flight length in weeks

Worksheet: Location Scouting Scorecard

Score each candidate board so your selection is comparable and defensible. Verify every premium unit in Street View and, ideally, a ride-by before scoring.

Unit ID and exact location / GPS

In-target impressions

CPM

Composition or index versus market

Direction and side relative to your daypart

Approach / read distance and obstructions

Illuminated? (yes / no)

Proximity to store or relevant venues

Overall rank (1 = best)

Exercise: Negotiation and Insertion-Order Prep

Plan your negotiation levers and the deal terms you must lock down before you contact a media owner.

- Which levers will you use: longer flight, multiple units, last-minute fill, bonus boards?
 - What is your target discount off card, and what blended CPM makes this buy a yes?
 - List the exact terms the insertion order must specify (units, dates, impressions, illumination, make-goods, material deadline).
 - Back-schedule from the material deadline: when must creative be approved and sent?
-

Checklist: Pre-Buy Verification Checklist

- Budget math ties reach and frequency to required impressions and total cost
- Production and installation costs are included, not forgotten
- Every premium unit verified in Street View or by ride-by at the right daypart
- Unit numbers confirmed against the media owner's plant list
- Share of voice and loop terms confirmed for any digital boards
- Negotiated rate compared on CPM across vendors, not on sticker price
- Insertion order names units, dates, impressions, illumination, make-goods, and material deadline

Creative That Works: Specs, Design, and Format Rules

Design glanceable creative and build print-ready or digital files that meet each format's exact specs.

Worksheet: Billboard Creative Brief

Lock the creative direction before any design work. Keep fast-traffic copy to six words or fewer and one focal image.

Format and exact dimensions / ratio

Headline (six words or fewer for fast traffic)

Single focal image idea

Brand element and how prominent

One call to action (URL, phrase, or QR where dwell allows)

Background and text color (high-contrast pairing)

Estimated viewing distance and required letter height

Exercise: Squint Test and Legibility Check

Stress-test a draft design the way a moving viewer will experience it before sending it to print.

- Shrink the design to a thumbnail or blur it. Do the message and brand still read in one second?
 - Convert to grayscale. Does contrast hold without relying on color?
 - Using the inch-per-30-to-50-feet rule, is your letter height big enough for the read distance?
 - Count the words on a fast-traffic board. Are you at six or fewer? If not, what gets cut?
-

Worksheet: File Spec and Handoff Sheet

Capture the exact production specs from the vendor template so the file is right the first time. Fill from the media owner's spec sheet, not from guesses.

Vendor template downloaded? (yes / no)

Live / safe area dimensions

Trim and bleed dimensions

Color mode (CMYK for print)

Required resolution at stated scale

Fonts outlined or embedded? (yes / no)

Export format required (PDF / TIFF / EPS / MP4 / JPG)

Material deadline date

Checklist: Pre-Production Creative Checklist

- Fast-traffic copy is six words or fewer with one focal image
- Brand is large enough to register on a half-read board
- Text and background pass a high-contrast and grayscale check
- Design passes the squint or blur test in one second
- All text and logos sit inside the live / safe area; background extends to bleed
- Color mode, resolution, and export format match the vendor spec exactly
- For digital: motion and audio rules for the environment confirmed; built to exact pixel size
- File delivered before the material deadline

Programmatic, Geo-Targeting, and Measuring Results

Buy digital boards programmatically with the right targeting, then prove impact with a controlled measurement.

Worksheet: Programmatic DOOH Setup Sheet

Plan a programmatic buy before you log into the DSP so budget and targeting are deliberate, not reactive. DSP / platform (Vistar, Hivestack, Place Exchange, etc.)

Deal type (open exchange / PMP / programmatic guaranteed)

Geographic targeting (radius, venues, postcodes)

Dayparting and day-of-week schedule

Venue / contextual targeting (transit, retail, gym, etc.)

Audience targeting (over-indexing segment)

Trigger conditions, if any (weather, time, event)

Daily budget and pacing

Maximum CPM bid and frequency cap

Worksheet: Trackable Response Plan

Give every flight at least one measurable response path and tag it so results show up cleanly in analytics.
Response mechanism (QR / vanity URL / promo code / call number)

Destination landing page URL

UTM source

UTM medium

UTM campaign

Different code or URL per market or format? (yes / no)

Where responses will be reported (analytics property)

Exercise: Design the Measurement Before Launch

Decide how you will prove impact while you can still instrument it. A lift number without a control is meaningless.

- Which methods will you use: footfall lift, brand lift, direct response, search lift, sales lift?
- What is your control: a matched unexposed audience, a hold-out market, or pre-versus-post?
- Which KPIs and benchmarks define success for each method?
- If the flight costs X and drives Y incremental visits, how will you calculate cost per visit and judge payback?

Checklist: Launch and Measurement Checklist

- Programmatic budget, bid, and frequency cap are set to prevent overspend on a few screens
- Targeting (geo, daypart, venue, audience, triggers) is configured deliberately
- At least one trackable response path is live and UTM-tagged
- A control group or hold-out market is defined before launch
- Measurement method and KPIs are agreed with the vendor up front
- Delivery report will be reviewed daily in week one to prune weak venues
- Post-campaign report will cover delivery vs plan, reach/frequency, CPM, lift, and cost per visit or response

Your Action Plan

1. Write one campaign objective and a single success metric, and identify exactly where your audience travels
2. Choose the format that matches the behavior and place, and size your message to its dwell time
3. Build the budget backwards: set reach and frequency goals, compute required impressions, and apply a blended CPM
4. Shortlist boards and score each on in-target impressions, CPM, index, visibility, and proximity
5. Verify every premium unit in Street View or a ride-by, then negotiate on CPM and lock terms in an insertion order
6. Brief and design glanceable creative, then build files to each vendor's exact live-area, color, and resolution specs

7. For digital, set up programmatic targeting in a DSP with dayparting, frequency caps, and any data triggers
8. Add at least one UTM-tagged trackable response path (QR, vanity URL, or code) to the creative
9. Define a control group or hold-out market and agree the measurement method before launch
10. Review delivery daily in week one, then close with a report on delivery vs plan, lift, and cost per visit or response

