

From: Kendel D. Feilen, Chair of Department Communications Committee

To: Distribution via Post Mailing

Subj: Utilization of Billboards

Date: 18 October 2014

1. Billboards have been an award winning medium used by Legionnaires in the Walworth County area to get the American Legion message out to the populace. At the previous meeting, the Department Executive Committee (DEC) voted not to fund a roadside billboard campaign at the statewide level. However, at the recommendation of the Communications Committee, the DEC agreed to pass the information down to the Posts, Counties and Districts for potential utilization at those levels.

2. Lamar Advertising Company has a Public Service Coordinator at each of their five regional offices that serve Wisconsin; Janesville, Marshfield, Milwaukee, DePere and Dubuque, Iowa. They have a multi-page application form to fill out to certify that you are an approved non-profit and to get an idea of what your public service ad (PSA) is going to be. Application must arrive at the Lamar's office 60 days prior to the start date and your final artwork must arrive 30 days prior to the start date. You don't get to pick what billboard you want but will get assigned a billboard that is not in use in that particular region. The representative I spoke with would not give a price quote until after the application was received and also stated that each Lamar office handles PSAs differently although the Legion receives special prices. My guestimate is about \$300 per billboard.

3. There are other outdoor advertising firms that run billboards around the state. (Look at: <http://www.oaaw.org/members.htm>) If you see a vacant sign in your area, look at the name of the firm that owns that billboard and contact them to determine if they have a PSA policy and what their price point is for a non-profit organization such as the American Legion.

4. If you have questions, feel free to contact me at 262-536-4494.