

Google OOH

https://

TOP NAVIGATION

Campaign Info

Format

Creative

Placements

New Campaign

Campaign Info

Campaign Name

My Campaign

Budget

\$

per

Day

Week

Start Date

End Date

//

Day Parts

All Day

Choose

AM Commute

Midday

PM Commute

Evening

Late Night

Est. CPM: \$—

Est. Impressions: —M

Digital billboards may rotate ads, with each ad showing for 6 to 10 seconds. Typically, there are no more than 3 ads in a rotation.

Format

Roadside

Pedestrian

Ad Creative

+ Create Ad

Placements

Map Region

Specified Units

Start

Cancel

The user scrolls down through the elements of the New Campaign builder.

Complex setup, ad creation, is handled in large modal boxes.

You must create an ad in the "Creative" section above before arranging ad placements.

Create Ad

+ Art

+ Text

+ Special Graphic

+ JSON

Allowed formats include PDF, .eps, Sketch, PSD, and HTML5.

Add a DD:HH:MM countdown, thermometer, analog clock, and more.

Fetch an image file or text string from a JSON feed.

7:2 Large Bulletin

3:1 Bulletin

4:1 Quarter

10:21 Poster

PAPPY'S SMOKEHOUSE

Winner of the James M. Fulford Good Ribs Award

The time is {{time.HH:MM}}.

Text may be illegible to many viewers. Consider using fewer, larger words.

Text may be illegible due to low contrast. Ensure adequate contrast between text and background.

Ad Settings

Background Color

Save

Cancel

The user can simply upload an image file with the complete ad creative, which is probably the most typical case, but can also assemble elements that can be added through this UI.

(big modal box)

Find Units

St. Louis, MO

All Formats

Add Billboard Units

1. I-40 Westbound at Skinker

12' x 40'

144k impressions Daily

Impression quality: 5

2. I-44 Chouteau Exit

12' x 40'

144k impressions Daily

Impression quality: 4

3. Grand Avenue and I-44

12' x 40'

144k impressions Daily

Impression quality: 6

4. I-40 Westbound at Skinker

12' x 40'

144k impressions Daily

Impression quality: 6

Update Search with Map

Find Units

St. Louis, MO

All Formats

Back to Search

I-44 Chouteau Exit

I-44 Chouteau Exit

12' x 40' 7x2

Large Bulletin

144k impressions Daily

Preview

Add This Unit

Cancel