

OUTDOOR ADVERTISING EXCHANGE

www.OutdoorAdExchange.com

Overall Training

MEDIA KIT

DISCLAIMER

Outdoor Advertising Information Manual

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OUTDOOR ADVERTISING EXCHANGE

“Overall Training Course”

COURSE OUTLINE

PRE-TRAINING COURSE SESSION

- Remote Consultation (60 min. course prep time)

DAILY TRAINING COURSE SESSION

- Three (3) Days (24 total hrs)

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)
- Site Lease Recording

STRUCTURE FABRICATION & INSTALLATION

- Billboard Structure Types
- Structure Drawings
- Choosing a Sign Fabricator & Installer
- Billboard Structure Equipment & Costs

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

FINANCIALS

- Capital Expenditures
- Revenue Forecasting
- Cash Flow Projections
- Market Valuation Estimates

POST-TRAINING COURSE SESSION

- Remote Consultation Follow up & Support

OUTDOOR ADVERTISING EXCHANGE

“Overall Training Course”

COURSE PRICING

Course ID#:

Price

OVT-2408

***\$2,795**

- Pre-Training - 60 minute prep session
- **3-Day Training Session** (24 hours)
- Outdoor Advertising – Overall Business Information Manual
- Outdoor Advertising – Overall Business CD Tool Kit
- Field Visits – billboard structure sites, market ride, planning & zoning departments, target property site assessment, sales prospecting, steel fabricator or erector, vinyl printer and ad agency
- Post-Training Course Session - ****Remote Consultation** (8 *******unscheduled or pre-scheduled hours within 12 consecutive months following completion of the On-location Overall Training)

*Prices listed above are based on a **per participant** basis. Payment in full is due prior to the start of Daily Training Sessions. Course prices do not include any and all ordinary travel expenses relating to On-location Training (OLC), outside the geographic area of the State of Florida. Mutually agreed upon travel expenses, relating to On-location Training, must be received within five (5) business days prior to the start date of Training.

**Any and all individual Post-Training Session Remote Training Consultation (RTC), unscheduled or scheduled, by means of, telephonic, facsimile, emails or instant message communication, will be logged as a minimum of thirty (30) minutes of Remote Training Consultation time, unless the Remote Training Consultation exceeds 30 minutes in actual time. In the event that the individual Remote Training Consultation exceeds 30 minutes, it will be logged as a minimum of one (1) hour, or longer, if applicable.

***Any and all unscheduled hours of Post-Training Session Remote Training Consultation, is subject to a Consultant's availability, at the time of request. We highly recommend pre-scheduling any critical Remote Training Consultation needs.