



With over 35 years of billboard industry experience, **Grace Outdoor Advertising** provides professional, expert billboard services that span across all owner concerns including structure development, sign services, accounting, and sales.

## SALES STRENGTH

- ▶ Our national sales presence elevates owner inventory to numerous national agencies with the opportunity for **premium rental rates**.
- ▶ Operating in the outdoor advertising industry for **over 35 years**, Grace Outdoor management possesses valuable experience and knowledge.
- ▶ Our combined sales staff offers over **60 years** of outdoor advertising sales experience.
- ▶ Our sales team lives locally which translates to solid local sales and community engagement.
- ▶ Our core competencies increase sales opportunities. These competencies include rotary options, strategic placement, flexible scheduling, day-parting, dynamic content, information feeds, social media integration, vinyl production and installation.
- ▶ Our typical occupancy is one of the highest in the industry at 75%.
- ▶ Our experienced on-staff graphic design team produces high quality creatives whose attractiveness and effectiveness encourage renewals from clients.
- ▶ Our **Geopath auditing** measures provide billboard impressions allowing our boards to be nationally competitive.
- ▶ Our numerous certifications allow contracting with state and federal agencies.

## SUPERIOR SOFTWARE

- ▶ Our dynamic website with automatic quote request option provides information on each sign we manage. Check it out at **[www.graceoutdoor.com](http://www.graceoutdoor.com)**.
- ▶ Our website earned second place in the **2020 Out of Home Website Rankings** conducted by Billboard Insider, beating out larger, national organizations.
- ▶ Our SAS billboard management software, **Apparatrix**, allows us to sell both vinyl and digital boards through a national network in order to bring in additional revenue for remnant space.

## **REGULATION & ACCOUNTING SUPPORT**

- ▶ Our staff and contractors monitor OSHA requirements and changes, thus saving thousands of dollars in fines while simultaneously protecting our workers.
- ▶ Our **customized accounting software** integrates with our billboard management software to provide seamless, timely invoicing to our advertisers based on contract specifications. This software tracks all revenue and expenses on a cash and accrual basis for each billboard and owner.
- ▶ Our experienced, professional staff manages contracts, precisely invoices advertisers, follows up on payment, coordinates and applies cash receipts, process all expenses, remits payment to vendors, and produces monthly owner statements/financial reporting.
- ▶ Our accounting team meticulously adheres to GAAP (Generally Accepted Accounting Principles).
- ▶ Our management services include, but are not limited to, the following:
  - Managing utility payments
  - Managing insurance policies and maintaining necessary DOT permits
  - Managing all monthly, quarterly, and annual ground lease payments
  - Managing all necessary maintenance and upgrades to both the structure and the billboard site
  - Providing internal collection services on all past due payments from advertisers and engaging an external collection agency if absolutely necessary

## **PROACTIVE MANAGEMENT**

- ▶ Our highly experienced contractors install vinyls and perform maintenance and repair work on signs. These “eyes high up in the air” keep us informed of any problems or issues with our signs. As a result, we address issues early before bigger and more expensive problems arise.
- ▶ For our dynamic digital boards, our quality control team performs **weekly audits** on digital billboards to ensure advertiser creative runs according to schedule and without visual problems.

## **INDUSTRY AWARENESS**

- ▶ Grace Outdoor stays abreast of **industry trends** and outdoor advertising legislative concerns at the state, regional, and national level.
- ▶ Grace Outdoor holds membership in and/or actively engages with the following organizations:
  - The Outdoor Advertising Association of America (OAAA)
  - The Independent Billboard Operators (IBO)
  - Geopath
  - Outdoor Advertising Association of South Carolina (OAASC)
  - System for Award Management (SAM)