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**FOR IMMEDIATE RELEASE:** $1 Billion in Advertising Sold Through DOmedia

November 10, 2015 - DOmedia, the largest marketplace for out-of-home (OOH) media, announced today that it has powered over $1 billion in transactions. The firm reached this milestone by bringing to market the first demand-side platform (DSP) and supply-side platform (SSP) for OOH media. DSPs and SSPs have driven major advancements in digital advertising. DOmedia is betting their suite of cloud-based applications will do the same for the OOH market.

“Technology allows advertising buyers and sellers to eliminate redundancy and focus on data-driven decision making,” says DOmedia CEO Ken Sahlin. “Our software makes that possible in out-of-home by eliminating the burden of fragmented inventory and non-standard data.”

DOmedia offers a single source for inventory data from over 1,000 U.S. OOH advertising vendors. Approved vendors can begin receiving RFPs and RFQs just by listing their inventory on the site. The full suite of tools from DOmedia allows a vendor to take a sale from quote to contract and deliver proof-of-performance within a single program.

“In our experience the DoMedia contract is one of the most ‘friendly’ in the business,” says Lamar Advertising Company Director of National Sales, Monica Robinson. “They are laid out in a logical manner and include all the important information needed by our contracting staff.”

Monica says the ability to send contracts with data from the Traffic Audit Bureau for Media Measurement (TAB), which provides ratings for OOH media, is one of the things she appreciates most about DOmedia. The rise of big data in digital advertising has increased the pressure for agencies and media vendors to deliver similar tools for traditional media. DOmedia’s sophisticated targeting, mapping and analytics rely on TAB data along with a number of other 3rd party data sources.

“We have built a robust and powerful methodology to measure OOH ratings,” says TAB President Kym Frank. “By making data more available to agencies, we are improving the attractiveness of OOH advertising to brands.”

The success DOmedia has achieved for Lamar and others has put the company on track to grow 500% this year. In 2016, DOmedia will release an expanded suite of tools for media sellers and broaden their focus to serve media buyers at firms of all sizes. DOmedia is expected to announce changes to support smaller agencies and independent media buyers starting in Q1, 2016.

**About DOmedia**

*Founded in 2008, DOmedia is an independent, venture-backed, company developing technology to simplify the media buying process. DOmedia operates the world’s largest marketplace for buying and selling out-of-home media. For more information about DOmedia, visit DOmedia.com or contact Ian Bowman-Henderson at (513) 508-5437.*

**About Lamar**

*Founded in 1902, Lamar Advertising Company (Nasdaq: LAMR) is one of the largest outdoor advertising companies in North America, with more than 315,000 displays across the United States, Canada and Puerto Rico. Lamar offers advertisers a variety of billboard, interstate logo and transit advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out-of-home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 2,200 displays.*

**About the Traffic Audit Bureau**

*Established in 1933, the Traffic Audit Bureau for Media Measurement Inc. is a non-profit organization whose historical mission has been to audit the circulation of out of home media in the United States. Recently TAB's role has been expanded to lead and/or support other major out of home industry research initiatives. Governed by a tripartite board comprised of advertisers, agencies and media companies, the TAB acts an independent auditor for traffic circulation in accordance to guidelines established by its Board of Directors. These rules govern both how audits are conducted as well as how circulation figures are reported.*