

OOH / Outdoor Media Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans out-of-home media — site types, location logic, formats, illumination and a cost framework — for a local or city campaign. Use it for outdoor advertising. For the overall mix use the Media Plan Builder.

Purpose of this tool & output

Plan hoardings and outdoor placements

How the output is used

Use it to plan hoardings and outdoor placements — an OOH plan across sites, formats and reach for a market.

Important cautions

Site rates and permissions vary; verify municipal permissions and lit/unlit rates.

Companion documents

- Media Plan Builder
- Media Buying Plan
- Programmatic Advertising Plan
- Media Mix Recommendation
- Flighting & Scheduling Plan
- Media Negotiation Brief

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.