



OUT OF HOME MEDIA SOUTH AFRICA

BENEFITS OF MEMBERSHIP

<p>INTERACTION WITH MEMBERS</p> <p>Regular interaction with other member companies, allowing for knowledge exchange, discussion and debate</p>	<p>CODE OF ETHICS & INDUSTRY DEVELOPMENT</p> <p>The members of OHMSA are bound by the constitution, rules and directives of the Association. Members participate in OHMSA's mission of developing and growing a sustainable industry.</p>
<p>CREDIBILITY</p> <p>Credibility with government, provincial and municipal authorities as well as with the South African National Roads Agency, advertising agencies and clients. Members in good standing can use the OHMSA logo on company letterheads, invoices, documents etc.</p>	<p>SUPPORT</p> <p>Association support in common problems with municipal, provincial, and national authorities.</p>
<p>CONSULTATION WITH GOVERNMENT</p> <p>Key local governments and SANRAL consult OHMSA when seeking guidance and assistance in drawing up policies for OOH advertising and drafting of by-laws and OOH matters.</p>	<p>RESEARCH</p> <p>OHMSA is represented on the Board of Directors and the Outdoor Advisory Council of the South African Advertising Research Foundation (SAARF) where industry research needs are addressed.</p>
<p>INFORMATION</p> <p>Through its relationships with key planning authorities, municipalities and other industry and government associations, OHMSA offers members information on policies, by laws, legislation and research on the out of home industry.</p>	<p>GLOBAL INFORMATION & NETWORKING</p> <p>Contact is maintained with overseas outdoor associations and leading out of home media owners to keep abreast of the latest outdoor industry developments and is able to source information on the Industry worldwide.</p>
<p>CONTACT WITH INDUSTRY STAKEHOLDERS</p> <p>Representation on all relevant industry boards as well as at local organisations. These include, MASA, SAARF, ACA, AMF, AMASA, FEPE, DMMA.</p>	<p>WEBSITE LISTING</p> <p>Listing in advertising on the OHMSA website and access to our online library of information on OOH that we are busy building.</p>
<p>OH NEWS!</p> <p>Promotion of company news at no cost in the Association Newsletter. Advertising on the newsletter at a nominal fee.</p>	<p>REFERRALS</p> <p>A point of call for many potential advertisers that want to use the out of home space.</p>

To become a member of OHMSA, please call (011) 781 9367. For more information on OHMSA visit www.ohmsa.co.za