

Adams in the Community

Adams Outdoor Ann Arbor has donated a total of over \$660,000 in public service advertising in 2011 and 2012, as a result of the Rectangle Campaign. This space-available free advertising program has benefited numerous non-profit organizations in and around the Ann Arbor community. In addition, it is Adams policy that host municipalities receive noncommercial community messages on a space-available basis on all of the digital billboards.

The following pages highlight some testimonials from local organizations and advertisers accompanied by photographs of their billboards.



United Way
of Washtenaw County



Todd M. McWilliams
General Manager
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

March 28, 2013

Dear Mr. McWilliams,

The United Way of Washtenaw County appreciates the work Adams Outdoor Advertising provides to local non-profits through their "rectangle campaign" that provides free or low cost billboard advertising to participating agencies.

The United Way of Washtenaw County participated in this program and Adams provided a billboard that helped to generate more than \$10,000 in our tax check-off campaign, while it can't all be attributed to one billboard, we believe this is a worthwhile and much appreciated endeavor of Adams Outdoor Advertising. When the businesses of Washtenaw County support local non-profits we strengthen the entire community together.

Thanks again to Adams Outdoor Advertising for their continued support and this very important community program.

Sincerely,

A handwritten signature in black ink that reads "Pam Smith". The signature is written in a cursive, flowing style.

Pam Smith
President/CEO

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

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Knights of Columbus

Monsignor Herman J. Fedewa
Assembly No. 2050

March 24, 2013

Kristen Zenz
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197
734.327.8999

Dear Kristen,

On behalf of the Knights of Columbus, Monsignor Herman J. Fedewa, Assembly no. 2050, I would like to express our sincerest appreciation with Adams Outdoor Advertising. The Knights of Columbus across United States every year participate in a campaign to focus on the real reason for the Christmas season and that is to ***Keep Christ in Christmas***. In our foot print alone, partnered with our Lansing District, the Knights of Columbus have successfully placed 30 postings in the Jackson/Lansing and now Brighton area. We could not have accomplished this had it not been for the support of Adams outdoor Advertising.

We view this campaign as a very worthy campaign and have received many comments from friends and acquaintances on the positive impact this advertisement has done for them as they journey on the various Michigan roadways and view our postings. To sum it up the many comments, this message must be said as it is truly most fitting.

I would like to thank you for your support and I look forward to working with you and your team in future Christmas seasons.

Sincerely,

Thomas J. Mac Ritchie
Knight of Columbus
Fourth Degree
Monsignor Herman J. Fedewa
734-637-7699





Executive Director: Ellen J. Clement, MSW, MPH
Medical Director: Kathryn Bondy Fessler, MD, PhD
47 N. Huron Street, Ypsilanti, Michigan 48197
P: (734) 484-3600 F: (734) 484-3100
www.cornerhealth.org

March 21, 2013.

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to the sign ordinance.

The Corner Health Center is a local nonprofit agency that provides comprehensive health care, support and education services for youth, ages 12 through 21, regardless of ability to pay. Adams Outdoor Advertising has been very generous to the Corner Health Center. Through its "Look Towards the Rectangle Campaign", Adams Outdoor provided us with free billboard space in Ypsilanti, the home of the Corner Health Center. We have had three billboards in each of two years, in 2011/12 and 2012/13. The billboards have allowed us to raise community members' awareness of the Corner and our services. Billboards reach our clients and potential clients as they are driving on the surface roads in Ypsilanti or walking in the area.

The Corner is very grateful to Adams contribution to us and other non-profits. Without Adams' generosity we would not have been able to promote our services in this way. Our budget is limited and we cannot afford this kind of expenditure. We have been very pleased with our relationship with Adams Outdoor Advertising. They have been supportive, helpful and a tremendous resource.

Sincerely,

Eleanor Anasar
Education Director





March 18, 2013

Re: Adams Outdoor Advertising

To Whom It May Concern:

I am writing in support of Adams Outdoor Advertising, and their Rectangle Campaign 'Public Service Announcement' program from which our project has benefitted. The 'Points of Light' project is a non-profit organization that works to ensure optimal oral health for infants, Head Start children and Children with Special Health Care Needs, (CSHCN) by connecting children with dentists, (points-of-light.org). We develop networks of dentists within communities willing to accept these children as patients. Making parents aware of our resources is paramount to improving outcomes at the community level and Adams Outdoor Advertising has been instrumental in this regards.

Mr. Todd McWilliams and Ms. Kristen Zenz of Adams Outdoor Advertising have worked closely with members of our board of directors to design and implement an effective ad campaign. As a result of their collective efforts and an investment of no more than material costs our project has been able to reach out to countless families that would have been otherwise unaware of our existence.

Adams Outdoor Advertising and their PSA program (the Rectangle Campaign) represents the exemplary standard to which all local businesses should strive. They should be commended for their efforts and provided continued support within the municipalities they serve. If I can provide any further assistance or answer any questions, feel free to contact me directly at my office: 810 227 9015.

Respectfully submitted,

Kevin J. Hale, DDS, FAAPD
Executive Director, Points of Light project





Phone: (973)992-7311 • Fax: (973)597-0241 • 26 Eastmans Road • Parsippany, NJ 07054

March 19th, 2013

Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

Dear Kristen,

I wanted to let you know what a pleasure it was working with Nathan Zander and your team at Adams Outdoor. The dedication and willingness to help military veterans made Adams Outdoor the perfect companion for MilitaryVetJobs.com. Your team went above and beyond what was asked of them to help us with our veteran campaign.

My team and I were very pleased about how diligent the Adams team was when it came to all aspects of this campaign. From the spaces being secured in the different markets to the actual billboards being unveiled, the amount of time it took was minimal and the billboards couldn't have looked any better.

With the help of Adams Outdoor, we were able to reach military veterans on not only a local level but a national one as well. We were able to attract veteran candidates and employers alike. Our mission was to help connect veterans with employers looking to hire them and Adams helped make that a success.

I would gladly recommend Adams Outdoor to anyone who was looking to create an outdoor media strategy. They are knowledgeable, helpful and reliable when it comes to outdoor media. I will be sure to use them in my next outdoor campaign.

Thanks again,

Christopher Kerney
Public Relations & Branding Manager
MilitaryVetJobs.com



800.272.3900
Helpline

www.alz.org/mglc

Michigan Great Lakes Chapter
310 N. Main Street, Suite 100
Chelsea, MI 48118

734.475.7043 p
734.475.7089 f

Capital Area Region
5303 S. Cedar St., Building 1
Lansing, MI 48911

517.999.3004 p
517.999.3358 f

South West Region
350 E. Michigan Ave., Ste. 20
Kalamazoo, MI 49007

269.342.1482 p
269.488.3622 f

West Shore Region
1740 Village Drive, Suite 336
Muskegon, MI 49444

231.780.1922 p
231.780.1494 f

alzheimer's association®

Date: 20 Mar 2013

To: Ann Arbor City Council

The Alzheimer's Association, Michigan Great Lakes Chapter originally developed a relationship with Adams Outdoors by utilizing their rectangle campaign in placing two billboard posters in Ann Arbor in 2011. Because of the success of this campaign, our chapter chose to maintain its presence in Ann Arbor, while entering the Kalamazoo and Lansing markets last summer for additional community outreach.

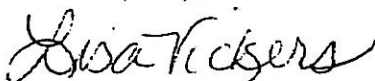
As you may not know, the Alzheimer's Association Walk to End Alzheimer's® is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide (25 walks in Michigan including Ann Arbor), this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, we can end Alzheimer's disease, the nation's sixth-leading cause of death.

We have recognized the benefit of utilizing billboard posters as a key component of our marketing strategy. Our walks are the chapter's largest revenue stream, so it is very important that we choose to spend our dollars wisely in promoting our walks by targeting our champion market. The two billboard posters displayed in the Ann Arbor area last year generated almost 797,000 media impressions... resulting in raising awareness about the Walk to End Alzheimer's as well as Alzheimer's disease in general.

We would support the effort of Adams Outdoors in maintaining the placement of billboard posters in the Ann Arbor area. Adams has proven to be a solid citizen in the community with their involvement and public service sponsorship for a number of non-profit organizations (including the Alzheimer's Association). We value our relationship with our partners at Adams, and we plan on continuing to utilize their outreach opportunities in promoting our 2013 walks.

Thank you for your consideration.

Yours very truly,



Lisa Vickers
Communications Director
e: lvickers@alz.org
p: 517.999.3336

Our vision is a world without Alzheimer's



the compassion to care. the leadership to conquer®



March 29, 2013

Todd McWilliams and Mitchell Gasche
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

Dear Todd and Mitchell,

I do believe Adams Outdoor put me the closest I will ever come to being a rock star. I was stunned by what kind of aura can be generated by having an image of one's work (and name) on a billboard. I never imagined. Shannon Flowerday did a fabulous job of designing the billboard. Her selection of image and placement in the billboard frame was absolutely perfect, as the original image was based on a 17th century celestial map (map of constellations in the sky). Without knowing any of that, she GOT IT.

Your Art in the Sky project was an extraordinary opportunity for me. I hope it can happen more often and for more artists.

Best,
Jim Cogswell





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Look to the Rectangle



Adams Outdoor Advertising

Ride for the Cure






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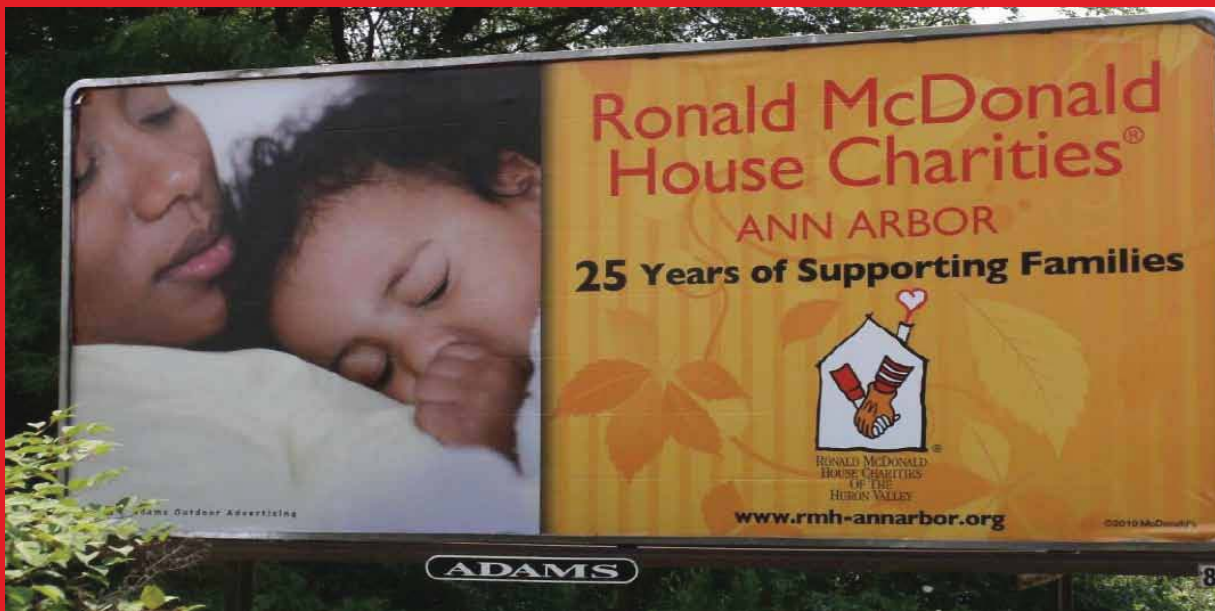
Look to the Rectangle



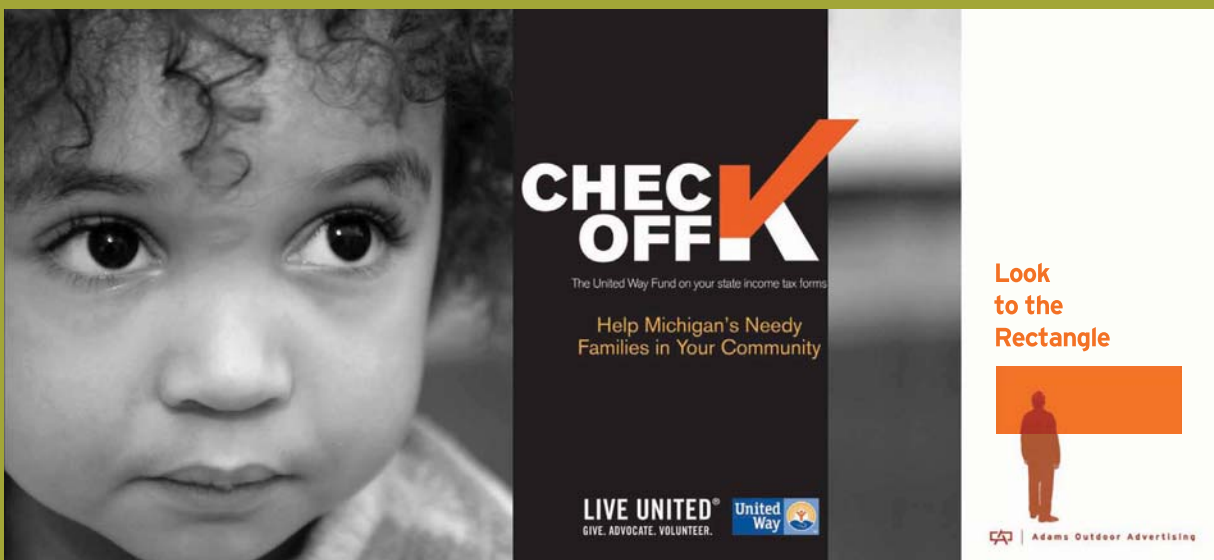
Adams Outdoor Advertising

Community Alliance





Ronald McDonald House



Washtenaw County United Way

