

Turning



a Great Idea

SUN
OUTDOOR ADVERTISING LLC

into

GREAT Outdoor!

- Your audience will be driving by your billboard and only have 6 to 7 seconds to read your message and get the information that they will need. Keep it simple and brief. 5 to 7 words is a good standard to follow if you can.
- What do you want to be the emphasis of your message? Your business name? Your phone number? A headline or tag line? Your logo? Decide what you want to be the biggest and boldest portion of your message.
- Photographs and dramatic graphics are always good attention grabbers. Do you have a photograph or piece of art you want to use?
- You want to get noticed, so pick bright colors that stand out from the grey sky and the billboard's surroundings.
- What about the details. How can your audience find you, contact you, or buy your product? Do you want to include your phone number, address or directions, or is your name so recognizable that it is all you need?

Please contact me when you have some ideas in mind so I can help you turn them into GREAT OUTDOOR!

Just a Reminder...

The printing and shipping of your billboard takes time, so you will need to have your artwork approved 3 weeks before your scheduled posting date in order to insure that your billboard will be posted on time.

If artwork approval is delayed, posting of your billboard will also be delayed, but the billing will still commence on the contractually agreed upon billing date.

Rachel Arbogast

Graphic Designer for
Sun Outdoor Advertising

arbos@harbomet.com
253-312-8690
fax: 815-642-8322