



# Digital Outdoor

**10 LED Billboards**  
**Free Art & Setup**  
**2,000+ Daily Plays**  
**92,983+ Daily Traffic**

Get better results with the same budget using our powerful digital billboard network.

For less than a penny per person, you command all nine signs on Gillette's most traveled roads and intersections.

## Best Value Local Advertising!

- Lower cost-per-impression than radio, newspaper, or television
- Play multiple ads in rotation, or different ads on different days, times, or temps.

***Ready for results?***

**Call or email today!**

**(307) 686-7788**

**signs@vcn.com**





# Digital Outdoor

The true measure of advertising value is not total price, but *cost per person*.

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Digital Billboards  
= Lowest Cost  
Per Person

WOW!

0.7¢



That's less than a  
penny per view!

Ads/Wk	1 Week	12 Weeks	28 Weeks	52 Weeks
14,000	\$300/wk	\$250/wk	\$225/wk	\$200/wk

Outdoor advertising is the **BEST VALUE!**

For the same marketing investment, you'll reach far more people with billboards than with radio or newspaper. According to WYDOT, a daily average of 92,983 vehicles pass by the digital billboards. This means you can reach 99% of the local market, often multiple times per day.