



# LED BILLBOARDS



## FEATURES AND BENEFITS:

Digital Displays offer tremendous creative flexibility allowing up-to-the-moment message opportunities. Unlike static displays, creative displays can be changed monthly, weekly, daily or hourly from a computer terminal.

- Digital Displays offer high-impact, crisp full-color definition and image quality.
- With the ability to immediately customize the advertising messages time-sensitive messages such as one-day promotions, special events, Amber and news alerts can be instantly promoted.
- Digital Displays are the first outdoor medium to offer daypart messaging, allowing advertisers to alter their message based on the time of day consumers are exposed to the ad.
- Computer generated ad designs and wireless uploads puts the power of outdoor advertising into the palm of the advertiser for maximum flexibility.
- Display sizes vary greatly from: 20' x 60', 14' x 48', 10'6" x 36' and 11' x 24'.

## LOCATIONS:

- Positioned in the most traveled, highly visible areas of expressways, interstates, main primary roads and major intersections.

## PRODUCTION:

- Design is digitally created and digitally transmitted directly to the board. No installation or printing production costs.

## PROGRAM LENGTH:

- Programs can range from four week periods, weekly, daily or long term.