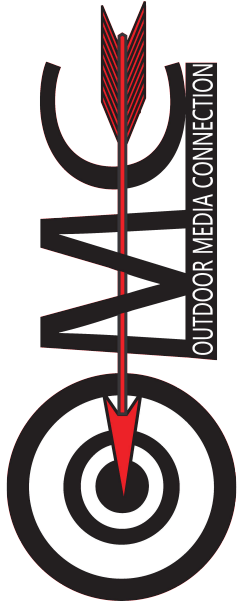


30 SHEET POSTERS AND PREMIER PANELS



FEATURES AND BENEFITS:

- 30-Sheet Posters are often called the “workhorse” out of home advertising because they provide wide distribution and continuity of a message.
- Excellent for providing instant consumers awareness for seasonal promotions, special events and new product launches.
- Due to their inexpensive price, they can be used for long term advertising campaigns and can easily fit in most ad budgets.
- Campaigns can be easily targeted based on geographic and demographic criteria.
- They provide deep market penetration to reach both pedestrian and vehicle traffic at or near point of purchase locations.
- 30- Sheet Posters are extremely cost efficient and lower the CPM (cost per thousand impressions) when added to an existing advertising campaign.
- 30-Sheet Posters measure 10’H x 22’W and are typically illuminated, further increasing exposure of your campaign.
- Premier Panels offer greater copy area by converting a standard 30-Sheet Poster panel into a 300 sq.ft. vinyl surface, affording copy area of 12’3” H x 24’6” W.
- Premier Square is a stacked 30-Sheet Poster, wrapped with vinyl, to create a unique “square” format that is designed to draw attention to the advertiser’s message.

LOCATIONS:

- Usually located near shopping areas on primary and secondary roads.
- Typically closer in proximity to consumers than standard Bulletins.

PRODUCTION:

- 30- Sheet Posters are digitally/screen printed on special outdoor paper.
- Premier Panels and Premier Squares are digitally/screen printed on vinyl.

PROGRAM LENGTH:

- Generally purchased on multiple 4-week rotating schedules every 28 or 45 days.
- Available in 4-week increments to long term programs.
- Effectiveness rated by Gross Rating Point.