



BULLETIN BILLBOARD



FEATURES AND BENEFITS:

- As the standard of the industry, billboards offer a high level of consumer exposure to your advertising message.
- Billboard campaigns create tremendous impact due to the massive ad size. The typically 14'h x 48'w offers 672 square feet of ad space.
- Because billboards are typically located in heavy traffic areas, they offer high frequency of exposure.
- The low CPM (cost per thousand impressions) makes billboards one of the most cost effective forms of advertising when compared to other major media.
- Night time illumination further increases exposure to consumers.
- Campaigns can target consumers geographically and/or demographically.
- Billboards are often used as directional signage, pointing consumers to retail locations and events.
- Billboard campaigns have the unique ability to quickly build product and brand awareness and maintain top of mind awareness.

LOCATIONS:

- Typically located on expressways, interstates, primary roads and major intersections; providing the highest visibility.

PRODUCTION:

- In most cases advertisement displays are produced on vinyl.
- Typical sizes are 14'h x 48'w, 20'h x 60'w and 10' 6"h x 36'w.

PROGRAM LENGTH:

- **Permanent Bulletins** are purchased in four week periods. Permanent Bulletins afford dominant exposure to high traffic, at fixed locations. Advertiser remains at location throughout contract duration, which is generally a minimum of 3 periods. Also used for directional or selected geo-demographic coverage purposes.
- **Rotary Bulletins** (select markets) are moved to different, pre-approved locations periodically to give broad market coverage.