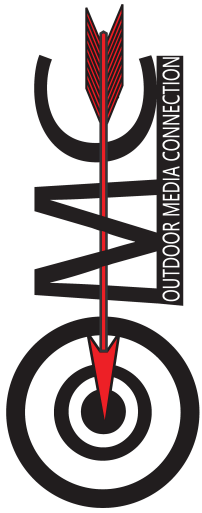


# WALLSCAPES



## FEATURES AND BENEFITS:

- Wallscapes are the largest of all the outdoor advertising products and can be several stories tall and wrap an entire side of a building.
- Wallscapes create maximum impact of the advertising message and are often the crown jewel of an advertising campaign.
- The message becomes a dramatic landmark and reach both pedestrian and vehicle traffic with massive impact, sometimes from great distances.
- These mammoth advertising displays create instant top of mind awareness and dramatic impact.
- Because building designs come in such a wide variety, wallscapes can have unusual shapes and sizes which help draw the attention to them.

## LOCATIONS:

- Sides of buildings in urban and downtown areas, major highways and heavily traveled primary roads.

## PRODUCTION:

- Typically produced on vinyl, vinyl mesh or painted directly on the wall by a skilled muralist.

## PROGRAM LENGTH:

- Programs are usually long term, 12 months or longer, shorter term programs may be available in some markets.