

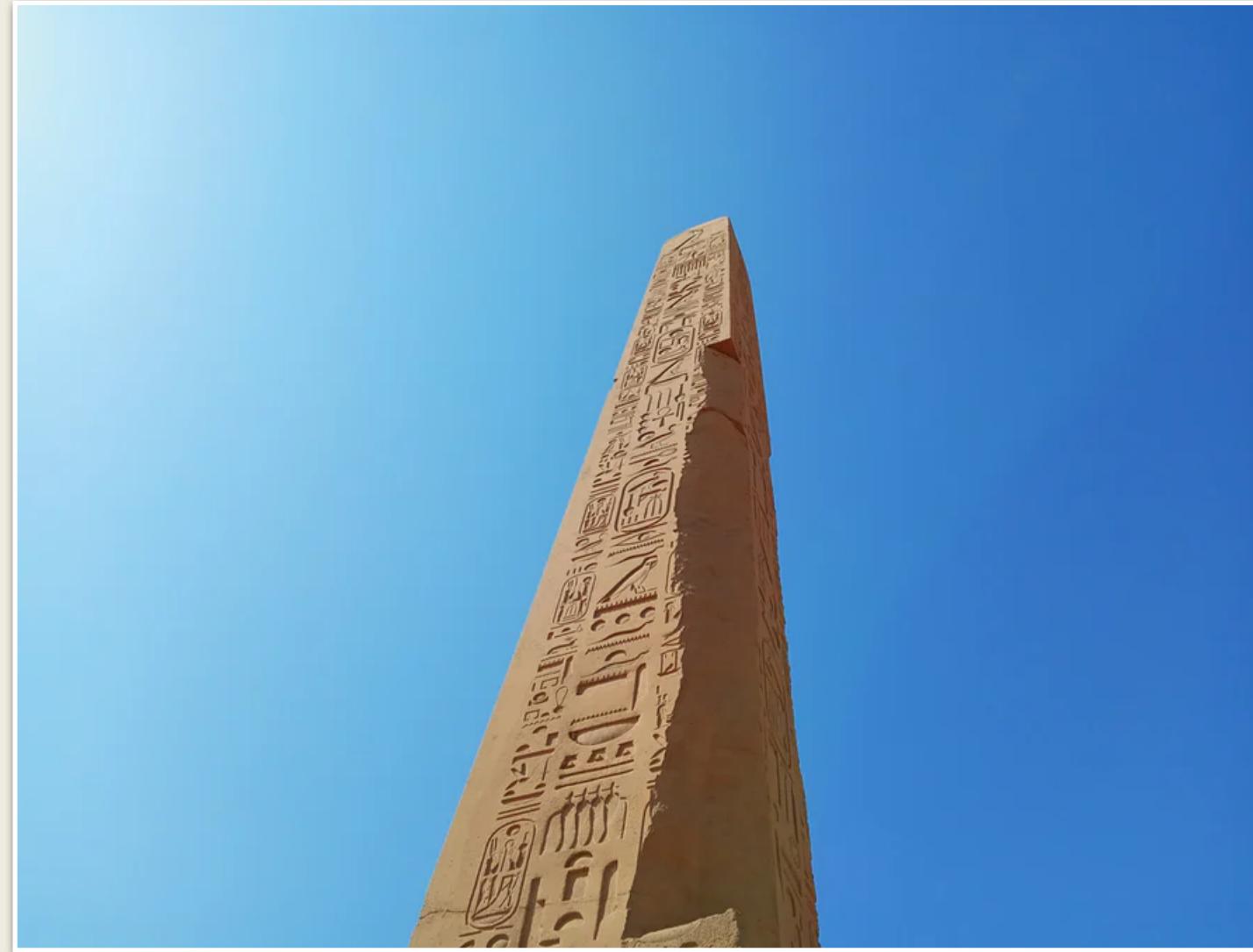
Noah Eskew



INTRODUCTION

"Imagine the first product that was ever sold. Whether it was a clay pot, loincloth, or even a wheel, it probably benefited from the most primitive forms of advertising. Now, put yourself in the shoes of a prehistoric business owner. You've got an in- demand product, loyal employees, and a comfortable location...the only thing missing is a steady flow of eager customers. What would you do? I'd argue that most people would start by getting a large piece of material, writing a brief and clear message about the product, and posting it in front of the facility. In other words, they'd use an outdoor billboard – which has been a staple of commerce for millennia."

Billboards through History...



Stone Obelisks

Ancient Egypt



Outdoor Playbills

Ancient Rome



Storefront Signs

Colonial Philadelphia

“...the principles behind good billboard writing were being encouraged through Scripture. In Daniel chapter 5, God used large letters on a wall (written by a giant hand) to make an announcement. Just 4 simple words communicated that King Belshazzar’s reign was soon to be over. Later in Habakkuk, God instructs the prophet to “write the vision; make it plain...” Clearly, God wanted this information to be emphasized and written down with large, legible writing.”

Billboard Stats:

670,000

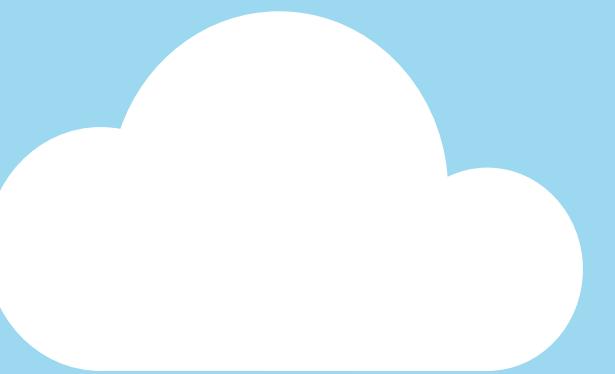
Approximate amount of billboards
currently on U.S. Highways

\$6.3 BILLION

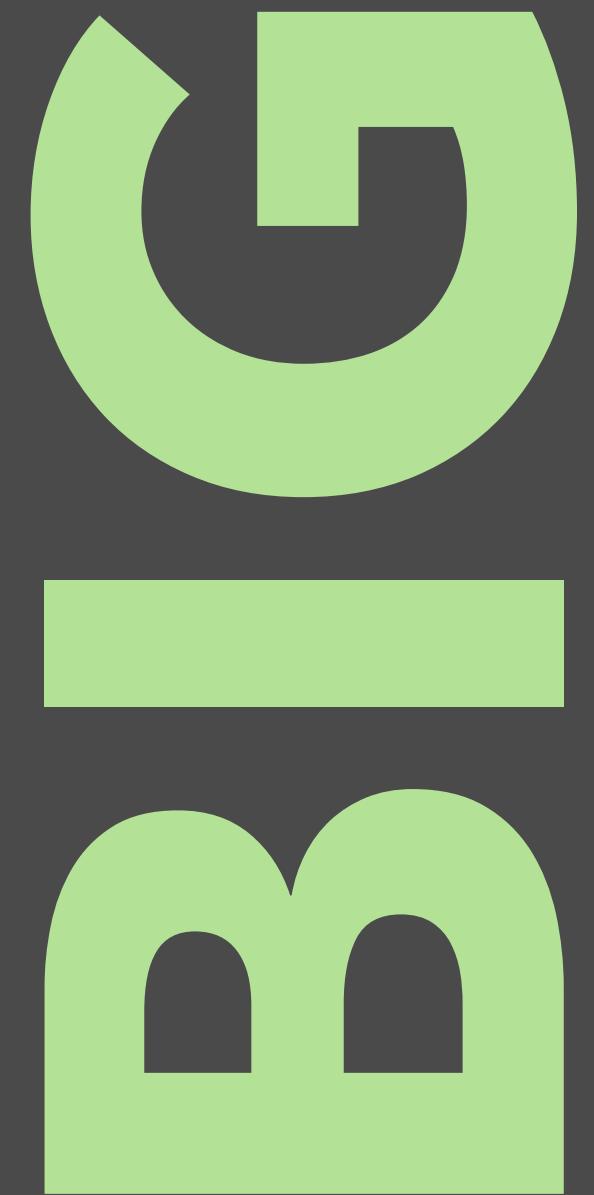
Amount of money spent on
billboard advertising in 2020

\$783

Average monthly cost
of renting a billboard



A billboard communicates: "Our product is *big* news and now it's in *your* town..."



And now
Local



FOOD.

NEXT EXIT .5 MILES

We all know that advertising can be annoying.

It interrupts our favorite TV show, music playlist, magazine, or podcast.

But billboards don't invade our entertainment,

And in many cases they are informative (giving directions) or entertaining.