

Highway 43 Digital Billboard Media Kit



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The Highway 43 Advantage

Discover the unique benefits of advertising on Highway 43 in Alberta

Highway 43 serves as a crucial artery for both commerce and tourism. Its strategic position ensures that your advertisement reaches a diverse audience, including industrial workers and travelers. By placing your message here, you tap into the flow of traffic that connects key economic hubs in the region. Every driver moving between Grande Prairie, Peace River, Whitecourt, and Edmonton passes through Valleyview and past this billboard.

There are no commercial by-passes. All roads meet here.

Key points:

- **Gateway location:** Valleyview sits at the junction of Highway 43 and 49 – a natural funnel for regional traffic.
- **Growing region:** Agricultural innovation, large-scale energy projects, tourism, and new commercial builds are all driving more traffic and more opportunity on Highway 43.
- **Only billboard in sight:** No nearby billboards competing for attention, your message stands alone in a high-visibility corridor.



Premium Placement. Built for Impact.

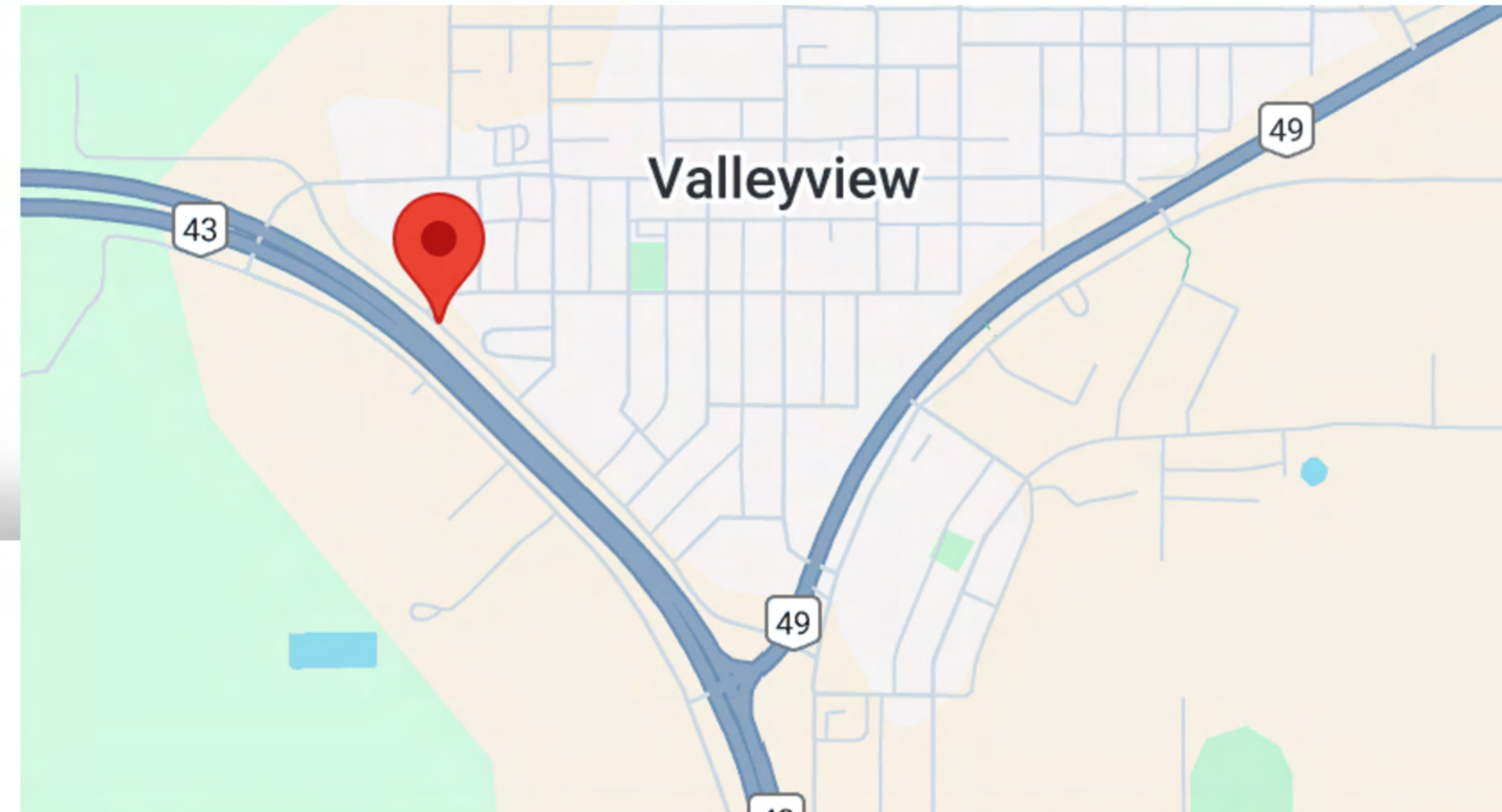
Vehicles headed between major regional centres pass this billboard all day, every day.

Location Details

- Located on Highway 43 in Valleyview, Alberta. Visible for nearly 1 kilometer in each direction.
- Currently (2025 - 2029) a construction speed zone on highway 43 slows traffic during the construction of a roundabout.
- Drivers have a long, open approach with clear sight lines in both directions.

Board Specs

- Dual-screen LED billboard (one screen in each direction).
- **Screen size:** 20' × 10' each side.
- **Format:** 6-second ad slots with a maximum of 10 slots per side.
- **Visibility:** Readable from nearly 1 kilometer in each direction.
- **Lighting:** High-contrast LED, daylight-visible with a photocell sensor that automatically adjusts brightness for optimal viewing.



Who Sees Your Ad?

Discover Your Audience on Highway 43

Traffic You Can Count On.

- 6,000+ vehicles daily
- 12,000+ total impressions
- Seasonal tourism increases
- Major project cycles

Your Ideal Customers.

- Supply trucks and services
- Agricultural equipment users
- Contractors and tradespeople
- Local commuters and families
- Heavy haul and long-haul rigs
- RV traffic and tourists

Use cases by goal:

- **Hiring:** Trades, drivers, and field staff
- **Sales:** Equipment, vehicles, retail, hospitality, recreation
- **Brand:** Banking, insurance, real estate, professional services
- **Events:** Rodeos, concerts, festivals, community events



Simple Packages. Clear Value.

I

Starter Visibility – \$575/month No commitment / Cancel anytime

Perfect for: brand awareness, hiring campaigns, flash sales, and local events. Includes:

- Access to traffic in both directions
- 6-second time slot (approx. 2x per minute)
- 1 free ad update per month
- Split campaign option (A/B testing)
- Easy month-to-month flexibility

Best for: Trying digital billboards for the first time, or promoting time-sensitive offers.

2

Prime Exposure – \$525/month 6-month commitment / total: \$3,150 + GST

Season-long presence at the portal to the Peace Region.

Includes everything in **Starter Visibility**, plus:

- 26-week campaign
- Free ad consultation
- Campaign message planning
- Easy monthly payment options

Best for: Businesses that want a consistent seasonal presence during their busiest months.

3

Always On – \$475/month 12-month commitment / total: \$5,700 + GST

Own the space and build long-term brand dominance.

Includes everything in **Prime Exposure**, plus:

- 52-week campaign
- Seasonal campaign planning assistance
- Unlimited monthly ad updates
- Easy monthly payment options

Best for: Anchoring your brand in the community and staying top-of-mind all year.

4

Impact Video – \$150/month Optional add-on to any package

Unleash the full power of digital.

- Video loop support
- Motion graphics
- Live updates (scores, weather, donation goals, etc., up to 10GB data included)

Add to any package to increase engagement and lock more eyes on your message.

How a Campaign Works

Advertising on Highway 43 is Simple.

1. Tell me about your marketing goals.

What you offer, who you want to reach, and what you want to promote.

2. Pick a package.

I will recommend a rotation and structure that fits your goals (brand awareness, events, hiring, seasonal offers).

3. Launch your campaign.

I'll review the creative, schedule the rotations, and your ad goes live, usually within 24 hours.

You can update your ad anytime during the campaign.

No complex contracts. No hidden cost.

It's that easy.

Most campaigns go live within **3-7 days** of our first conversation, depending on design and approvals.

HOW DOES IT WORK? ADVERTISING ON HIGHWAY 43

SIMPLE. NO EXPERT NEEDED. I'VE MADE IT EASY:

1. TELL ME ABOUT YOUR MARKETING GOALS

- What you offer, who you want to reach, and what you want to promote.



2. PICK A PACKAGE



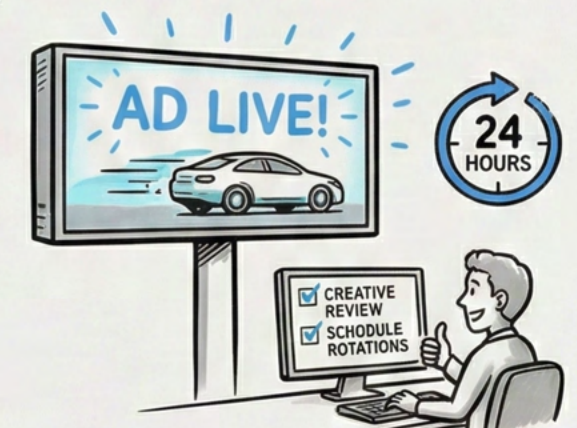
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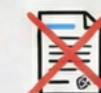


3. LAUNCH YOUR CAMPAIGN

- I'll review the creative, schedule the rotations, and your ad goes live, usually within 24 hours.



UPDATE YOUR AD ANYTIME DURING CAMPAIGN



NO COMPLEX CONTRACTS



NO HIDDEN COST

IT'S THAT EASY.

Creatives That Work on Highway 43



Rules for effective ads: Technical guidelines:

- Keep it short: Aim for 7 words or less on your main message.
 - Use high contrast: Light text on dark background or vice versa.
 - Make one clear call-to-action: “Exit in Valleyview”, “Apply Online”, “Call 780-XXX-XXXX”, etc.
 - Use your logo, not your whole brochure: Your ad should spark interest, not tell your entire story.
- Graphics should be formatted landscape at a **2:1 ratio** (W x H)
 - Suggested dimensions: **1408 x 704** pixels is a common size that is easily scalable and displays a crisp clear image on the billboard screens.
 - File formats: JPG / PNG / MP4, TIFF
 - Max file size: 25 MB
 - Video length: 6 seconds per slot for motion ads

Design support

If you don't have a designer, no problem. I can provide basic layout support, design advice, and simple artwork updates as part of your package. We'll make sure your message is easy to read at highway speed.

Frequently Asked Questions

HOW QUICKLY CAN MY AD GO LIVE ON THE BILLBOARD?

Most campaigns launch within one (1) week. If you already have your billboard graphics ready, we can do this even faster!

HOW LONG SHOULD I BOOK MY CAMPAIGN?

- **1–3 months:** Events, hiring blitzes, sales, product launches
- **6 months:** Seasonal presence and building recognition
- **12 months:** Long-term brand dominance and community presence

HOW OFTEN WILL MY AD APPEAR?

Your ad runs in a six-second slot, about two times per minute per screen in an optimized rotation. That means repeated exposure throughout the day in both directions.

CAN I CHANGE MY AD MID-CAMPAIGN?

Yes. All packages include free updates (and unlimited monthly updates in the Always On package), so you can adjust creative for new offers, hiring pushes, and seasonal changes.

The MILEADS Story

Helping Peace Region businesses
grow since 2018

About Mileads Media Solutions

Mileads Media Solutions is a locally owned digital billboard company based in Valleyview, Alberta. Our dual-screen LED billboard on Highway 43 gives Peace Region businesses big-city visibility without big-agency complexity.

About Matt “Shep” Shepard

I live here. I work here. I understand how the Peace Region actually moves . From early-rising farmers moving equipment, to service crews heading to the oil patch, to travelers heading north to Alaska. My goal is simple: help local businesses get the visibility they deserve on the highway that drives our economy.

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