

Digital Billboards

for the Internet Age



1,100+ Billboards

Available to you...and counting.

Cost

Only pay for ads displayed.

Pay Per Flip means you will only be charged when your billboard ad is displayed. You set a budget and we will get you as many displays as possible within your budget.



The estimated average cost per flip is \$0.10

For example

An average campaign might look like this:



Market: Utah

Daily Budget: \$67/day

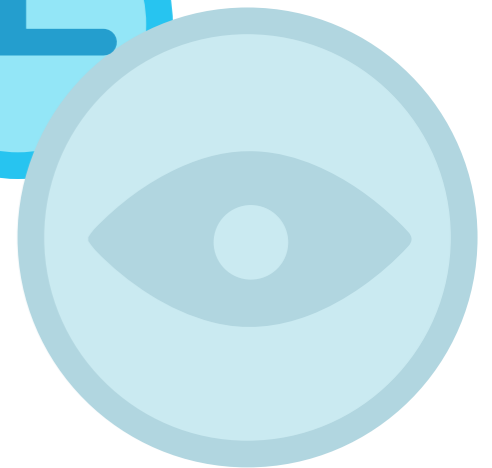
Spend: \$1,689

Duration: 30 days

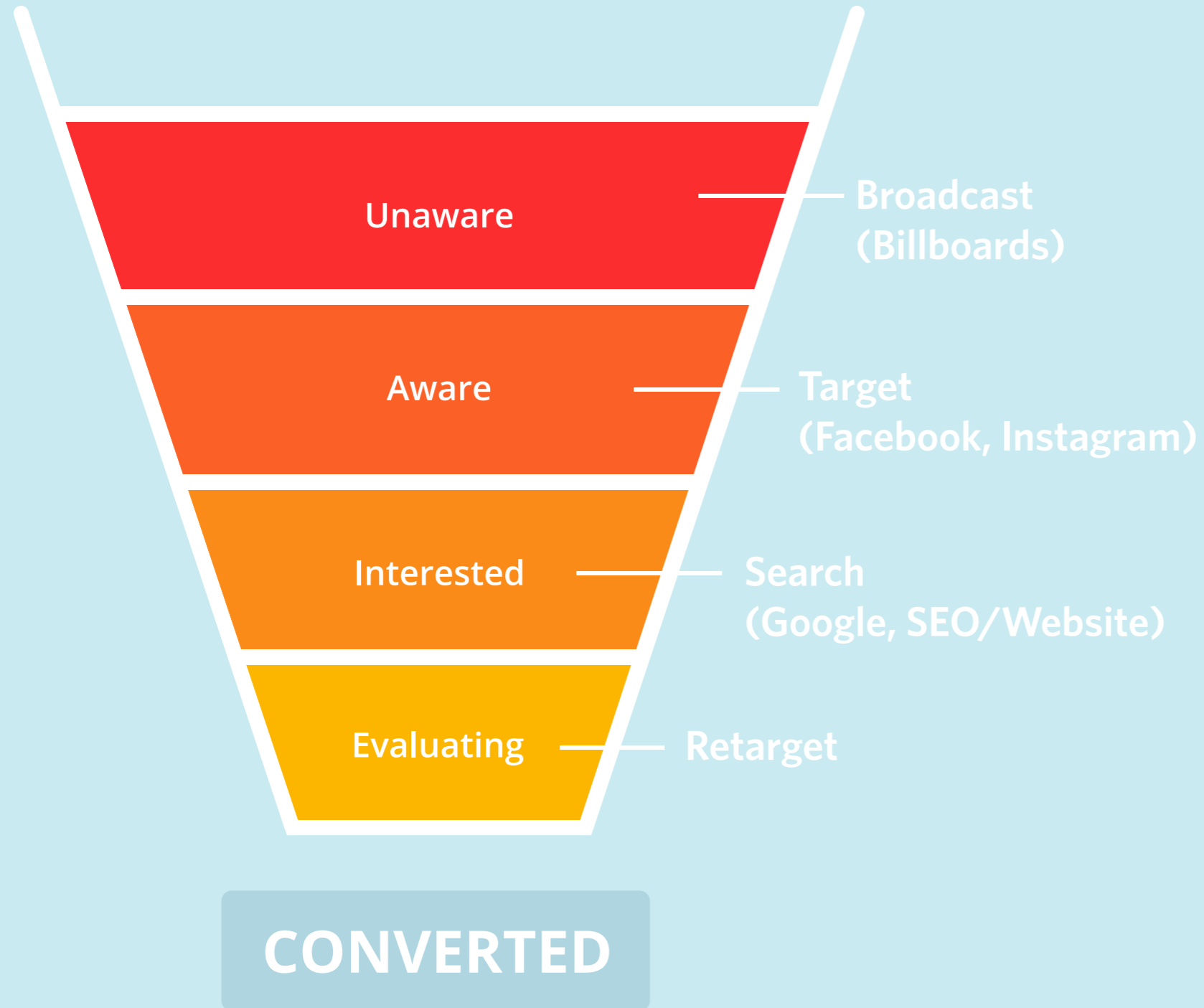
Total Displays: 20,100

Estimated Impressions: 491,474

Estimated CPM: \$3.44



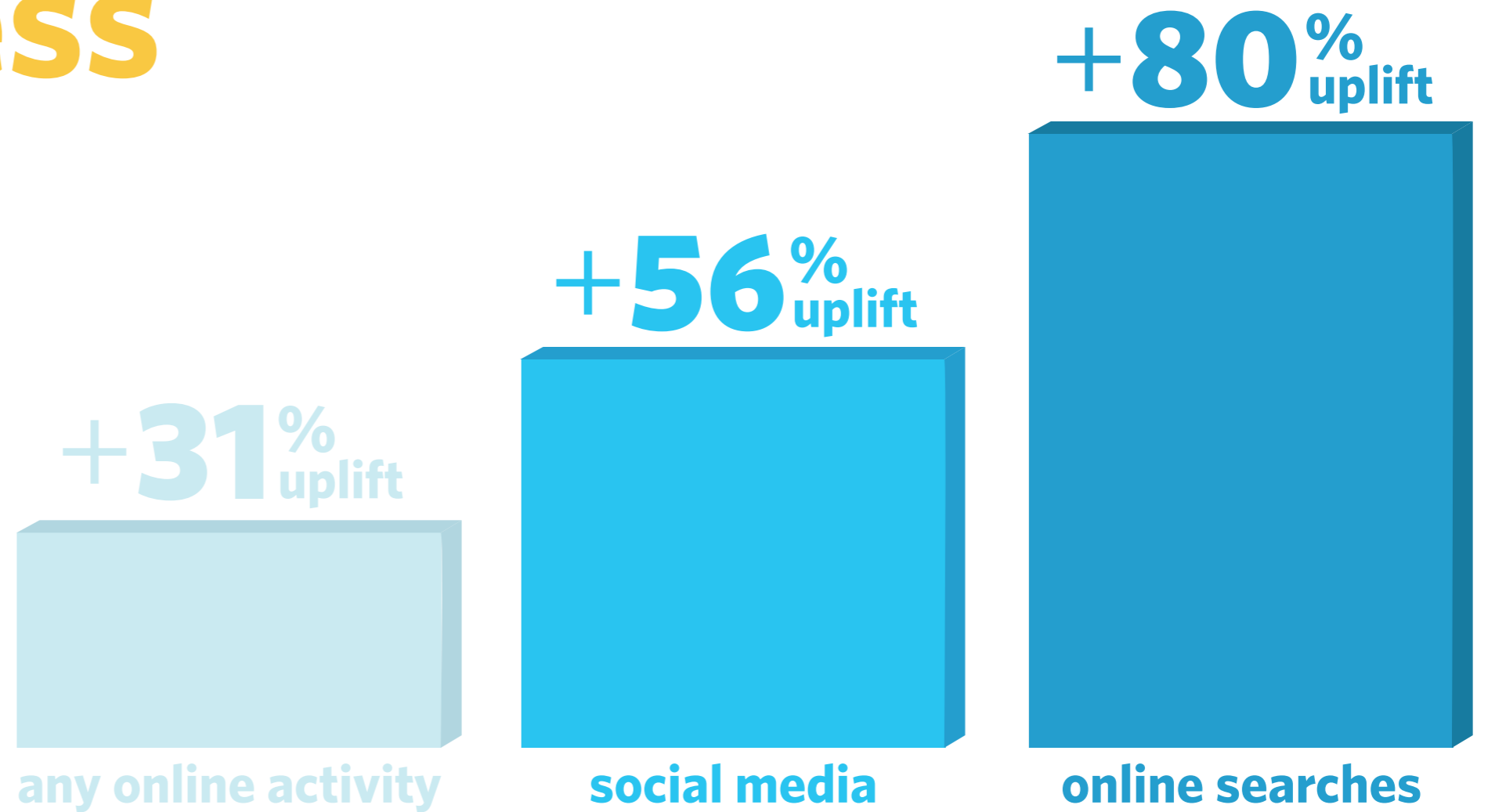
**NO MINIMUMS.
NO CONTRACTS.**



How billboards drive results.

OOH ads boost the effectiveness of all channels.

By using OOH advertising, **Customer loyalty was found to have improved by 275%** - with online search uplift of 80%, Social Media 56%, and other Online Activity 31%.



Case Studies

Big Nick's BBQ

Displays: **2,628**

Billboards: **1**

Campaigns: **1**

Impressions: **41,555**

Average Cost Per Flip: **\$0.03**

“You can really easily create ads that are effective and that complement other portions of your campaign for a very small budget. We’ve used other forms of marketing, like FB, yelp, and trip advisor, but using billboards in our marketing mix really helped us reach the local community in a new way. This definitely gives power to the little guy.”

—Tucker Horne
President, TH Social Media

Case Studies

Silicon Slopes

Displays: 137,118

Billboards: 18

Campaigns: 1

Impressions: 1,420,602

“We had record-breaking attendance this year with attendees from all across America. A coordinated and balanced marketing mix, from social media to billboard advertising, boosted Silicon Slopes’ brand awareness and event attendance by **87%** and search interest by **300%** during the campaign.”

—Garret Clark
Director of Operations

Billboards

Build Branding

Billboards build recognition and reputation for your business.

Billboards allow small and medium-sized businesses to achieve greater flexibility, geographic reach, mass visibility and more campaign control.

When businesses use the right marketing to send the right message through the right marketing channels, they build brands that customers will remember.



Thank you.