

10 Reasons Why Billboards Work

- **You Can't Escape It!**
Americans spend more time today than ever in their vehicles. Most Americans spend an average of over 15 hours per week in their cars. That's a lot of driving time! Outdoor billboards are in the face of the consumer while they are in their vehicles.
- **Cost Effective**
Outdoor advertising is one of the most cost effective forms of advertising on the market. Most billboards and other sign and banner programs cost less than a penny per thousand that see your ad. Other forms of medium cannot compare to this.
- **Endless Design Possibilities**
There are tons of design possibilities, so much that the possibilities are endless! We can provide a number of mock ups or sample designs and your creativity can do the rest!
- **Keeping Up With the Joneses**
Not only does outdoor advertising surpass other forms of print or media advertising, it also has a higher return on investment and consistently increases market share.
- **New Technology**
Outdoor advertising continuously encompasses new technology. With the use of digital billboards, the outdoor advertising industry is even more powerful. By going digital, this appeals to our technologically-driven minds. It also helps advertisers stay on top of current trends and incorporating those into daily messages.
- **Constant Exposure**
Outdoor advertising is available to consumers and working for you around the clock, 24/7.
- **Flexibility**
Not only does outdoor advertising provide flexibility in design and messaging, and how your ad is to be designed, but it also offers a lot of flexibility in location.
- **Impact**
Big and bold is always better.
- **Impulse Buying**
Even today with Amazon and the ability to shop online, most Americans enjoy the going out shopping experience. As a result, a significant amount of shopping occurs on the way home from work, whether it is to the department or grocery stores. It is a fact that consumers spend the day thinking of things to buy as well as making a list and then stopping on the way home to pick them up. Your ad could be the next thing on someone's list!
- **High Frequency**
Frequency and repetition are key areas that outdoor advertising provides like no other.

* Source: Arbitron National In-Car Study