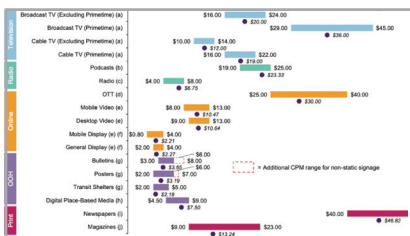


Why Billboards?



CONTINUOUS MESSAGE:

Outdoor advertising is the only type of media that has constant exposure. No other type of advertising allows your message to be displayed with consistent exposure 24 hours a day, 7 days a week, 365 days a year. People spend more time in their vehicle than they do reading the paper and watching the news. Your target audience cannot turn off the billboard (e.g. fast forward, change the channel, flip the page, etc.). A total of 99.4% adults drive, and they do so with their eyes open!



LOWEST COST:

Outdoor advertising has a lower cost per thousand than any other type of advertising. Outdoor ads cost 80% less than television commercials, 60% less than newspaper ads, and 50% less than radio ads. Billboards have been rated higher than any other type of advertising for their ability to communicate ideas at the lowest possible prices. Small businesses benefit significantly from billboard advertising and they are standard media for most forms of co-op advertising support.



REACH & FREQUENCY:

The consistency delivered by outdoor advertising means a higher percentage of the target audience reached and a greater number of exposure opportunities as well. Ads on billboards are free to consumers; you do not have to buy a magazine, cable television, or a newspaper to see your advertisement. 75% of Americans rely on billboards to find places while they are traveling. A four week buy on one of our top billboards can deliver more of a geography than even the Super Bowl.



FLEXIBILITY:

Advances in technology allow for frequent creative changes, both printed and electronically. Ads on Digital billboards can be changed in minutes, and can even feature dynamic content like weather, time, sports scores, etc. Billboards allow you to reach more people faster and easier than any other type of media. Outdoor advertising makes it extremely easy to target specific neighborhoods, key traffic patterns, key retail or entire communities.



REPETITION:

Why do 99% of people answer McDonalds when ask to name the first fast food restaurant that comes to their mind? Repetition is extremely helpful when you are trying to increase your product awareness, or when you simply want to get your message across to millions of people. This task can easily be accomplished with billboard campaigns. Recent research indicates that Billboards offer better ad recall than any other medium.



SUBTLE AWARENESS:

Billboards help increase your products awareness, and knowledge which also increases your sales and profits. Outdoor advertising sends us subliminal messages. Billboards are on the path to purchase and are usually the final message we see right before we purchase an item at brick and mortar retail or on-line.



NON-INVASIVE:

Outdoor advertising does not interrupt consumers in any way. There's no obnoxious sound, smell or other type of negative attention grabber. Billboards are noticed because of their messages, bright bold colors and creative graphics. Billboards offer brand safety; your ads are not near tasteless content, nor do billboards write negative articles or newscasts about your business or industry.



EASY AND EFFECTIVE CREATIVE:

Outdoor advertising is spectacular; screens are typically more than 10 feet high and 36 feet long, with brilliant LED lighting. Digital production is free, quick and can be changed often. Local advertisers have every opportunity to make an ad that looks as good as a national brand, without the expensive soundtrack, video, or voice over. TierOne can create the campaign for you by repurposing existing creative or with a Zoom call.



For More Info Go To:
TierOneBillboards.com or IBOUSA.org/resources/why-billboards/#