

# BULLETINS

Ever try to not see one?



## EXTENSIONS

To increase the impact of bulletins and other out-of-home displays, extensions (cutouts that extend beyond the basic shape of the structure) are often used.



## BULLETINS

A bulletin is the most traditional form of out-of-home media, and remains the most effective and cost-efficient vehicle for delivering advertising messages to a wide variety of consumers. Rising above interstates, highways and surface streets, Bulletins impact and inform audiences while directing and influencing their purchasing decisions.

## UNIT-OF-SALE

There are two types of bulletins, permanent and rotary. Rotary bulletins are moved to different, pre-approved locations periodically to give broad market coverage. Permanent bulletins afford dominant coverage of high traffic fixed locations. The advertising message remains at a single location throughout the contract duration.

## PRODUCTION

Production normally requires two weeks from receipt of finished approved art.

For complete artwork guidelines visit our [website](#).

For artwork templates visit our [website](#).

People like OOH (out-of-home). People notice OOH. Most importantly, people respond to OOH.