

# DIGITAL BILLBOARDS

Amplifying the connection between you & your targeted audience.



**90% Of people notice messages on digital billboards some or most of the time.**

- Arbitron Digital Billboard Report

Utilizing the newest technology, digital billboards are computer controlled LED displays. Their colors are vibrant and the images are crystal-clear.

Digital billboards are the perfect medium for an advertisers that wants the impact of traditional outdoor and the flexibility of Internet advertising.

#### **THE BENEFITS**

**NO PRODUCTION COSTS** - Because ads are displayed electronically, you have no printing or shipping costs.

**FLEXIBILITY** - Digital Billboards give you the freedom to update your message weekly, daily, even hourly.

**MULTIPLE MESSAGES** - Unconstrained by production cost, you can display multiple messages.

**DYNAMIC CONTENT** - Digital billboards give advertisers the advantage of deliver real-time information in your ads. Such as, weather, stock quotes, interest rates and news headlines.

#### **PRODUCTION**

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.