



Features and Benefits of Outdoor Advertising

Feature	Benefit
Delivering a lower cost per thousand and a lower cost per rating point than any other local medium	More exposure for the ad dollars spent or less advertising dollars can be spent while maintaining the current advertising exposure
Feature	Benefit
Localizes your selling message to geographic or demographic targets	Save money by minimizing the wasted exposures that reach your company's non-prospects
Feature	Benefit
Delivers your message in an uncluttered environment, in a large format (400-700 sq. ft.) with dynamic colors and photographic representations	The selling message will be seen by the consumer and your company will stand out from competitors
Feature	Benefit
Offering advertisers a variety of different media products and schedule durations as well as fitting in almost any ad budget	A customized media plan that fits your budget, small area coverage or complete market saturation
Feature	Benefit
Delivers repeated exposures of your selling message to today's highly mobile consumer	Your ad dollars will have more impact because consumers will retain your business name and your selling message over your competition while building the brand name of your company
Feature	Benefit
Will supplement and or compliment the strategic objectives of virtually any mixed media campaign	With outdoor in your advertising mix, your marketing and media objectives will be achieved more effectively and efficiently
Feature	Benefit
Delivers your selling message constantly 12 to 24 hours a day	Fits between other media inserts and will not miss any marketing opportunities
Feature	Benefit
Delivers your selling message to today's	An out-of-home selling message in your media

highly mobile consumer who is driving more miles and spending more time away from home

mix will improve your campaign's ability to reach all of your prospects effectively

Feature	Benefit
Delivers exposure opportunities of your selling message to a high percentage of your target audience	Your ad dollars create more opportunities for more prospects to buy your products or services
Delivers a timely message, targeted at active consumers who are prepared to buy and it is convenient to the point of sale	Your selling message will increase consumer traffic and facilitate impulse buying of the featured products or service
Creates consumer awareness of the selling message quickly by achieving the majority of the campaigns reach potential in the first week	You can then get more immediate returns on your advertising and inventory investments
Delivers a mass audience, reaching all ethnic, income and demographic groups within the coverage area of a particular market	Your opportunities to sell your products or services to all your prospects is not limited as it is with other media
Provides timely and effective implementation of your out of home campaign, as well as superior pre and post sale support and counsel	You will save administrative time and money while receiving maximum benefits from a professionally created and executed outdoor campaign