



# OOH Marketing

*Quick Facts!*

- OOH reaches **99% of consumers** during an average week
- Americans spend **70%** of their waking hours outside of their home where they make over **82%** of their purchase decisions
- The average consumer spends **25 hours each week on the road**
- **81%** of consumers say they notice the messages on OOH ads
- When combined with other media, OOH can increase **reach and impact**
- OOH Leads to **more online activity** than TV, Radio or Print ads
- Cost effective with the **lowest CPM** of all traditional media and delivers a **strong ROI**





# Billboards

## Bulletins

A Bulletin is the largest standard-sized billboard that delivers maximum exposure to vehicular traffic on expressways, highways and primary arteries. Typically 14 feet high and 48 feet wide, a bulletin provides 672 square feet of space for your ad. Bulletins offer unparalleled visibility.



"Outdoor advertising has helped us tremendously. Our main goal was to get our name out in the community and this method helped us do just that. We have had many applicants tell us that they saw our billboards or signs and that's why they came in."

**Jessica Perez**  
Human Resources Manager  
Aegis (Killeen, TX)





# Billboards

## Bulletins



### Bulletin Benefits

- Large-format, bulletins are located on heavily traveled roads for high visibility.
- Command your audience's attention with the addition of creative three-dimensional designs, moving parts, and extensions to your ad.
- Permanent Bulletin ads remain at one high density location for maximum exposure.
- To cover more ground, choose a Bulletin Rotary. In a rotary, your ad moves to a new location at stated intervals (typically 60-90 days).

### Common Sizes

14' x 48', 10'6" x 36', 10' x 40', 10' x 30', 12' x 24', and 12' x 40'

### Production

Bulletin ads are printed on vinyl. These photo-quality ads hold up well in all weather conditions and are recyclable when a campaign is over.



# Billboards

## Digital

Digital billboards are computer-controlled electronic displays with capabilities that take Out-of-Home advertising to a new level. Digital ads rotate in a slide show fashion every 6 to 8 seconds. With Lamar's digital technology, the possibilities are endless and the flexibility is unmatched.



## THE DIGITAL DIFFERENCE:

Digital billboards work best for clients who want the ability to change creative throughout their campaign, and take advantage of powerful dynamic capabilities. Messages can be changed weekly, daily, hourly or in real time. Anything that is live on a website can be streamed to our Digital Billboards, including countdowns, time, temperature, live scores, news feeds, trending items and more.







# Billboards

*Digital*



## Digital Benefits

- Located on highways, major arteries, and city streets.
- Change your message as often as you want with no production cost.
- Because of its flexibility, a Digital Display is the perfect medium for advertising breaking news, one-day sales, and special events.
- Stream live data and user-generated content from your website or social media platform in real time.

## Common Sizes

Digital Bulletin: 1400 x 400 pixels

Digital Poster: 840 x 400 pixels

## Production

Digital ads are printed on vinyl. Digital ads hold up well in all weather conditions. Digital ads are easy to change when a campaign is over.

**No Production Costs! \$0.00**



# Billboards

## Posters

Poster billboards bring your message to a local audience and impact your customers where they live, work and play. When you're launching a new product, making a name change or trying to get a message out in the shortest amount of time possible, Posters are the way to go.



## THE PACKAGE APPROACH:

Posters are designed to saturate the market, and are often sold in packages (sometimes called Showings). In a package, the same ad is printed multiple times to run on several Poster locations around the target area simultaneously. The number of locations in the package varies based on the amount of the target audience the advertiser wishes to reach per day.







# Billboards

*Posters*



## Digital Benefits

- Poster structures are smaller than Bulletins, and are present on roads where Bulletins may be too large.
- These structures are seen by vehicular traffic and pedestrians in commercial and industrial areas.
- Designed to be mass produced and posted in multiple locations to flood the market all at once.
- Posters provide 4x more impressions per dollar than radio and magazines, 8x more than TV, and 11x more than newspapers.

## Common Sizes

10'5" x 22'8"

## Production

Poster ads are printed on a lightweight, recyclable substrate called PosterFlex, which is installed as a single sheet onto the structure without the use of glue. PosterFlex provides a seamless appearance, prevents flagging and is weather resistant.

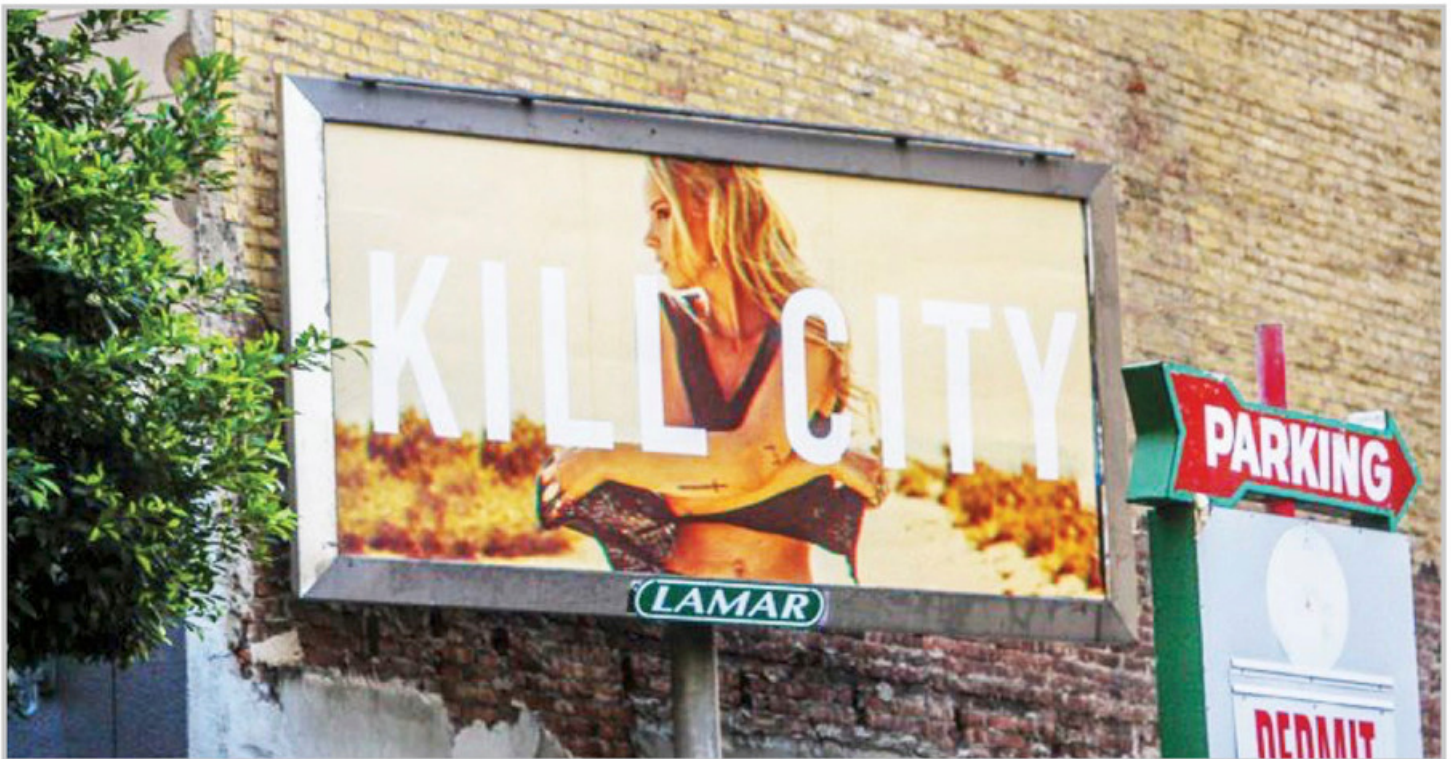




# Billboards

## *JR. Posters*

Jr. Posters, located mainly in urban neighborhoods and on smaller roads, bring your message to a local audience. They provide exposure where larger format Posters or Bulletins may not be found. Jr. Posters are used to target ethnic markets and audiences that are harder to reach.







# Billboards

*JR. Posters*



## Digital Benefits

- Units can be free-standing or posted on the sides of buildings and are typically posted just above eye level.
- Seen by vehicular traffic and pedestrians in ethnic markets and major urban areas
- Jr. Poster structures are the smallest standard billboard size. They are present in areas where larger structures can't go.
- Structures are sold in packages. Your ad will run simultaneously on several different Jr. Poster locations in a specified market area to saturate the region (typically for 30 and 60 day periods).

## Common Sizes

6' x 12'

## Production

Jr. Posters are produced using different production methods, largely dependent on the client's budget. Vinyl or paper are two common options.