

## Billboard Advertising

Outdoor advertising is a low budget and effective way of advertising a company's product. Among the entire methods billboard advertising is the most sort after method, which has been proven to be the best sales strategy in the recent times. Nearly 5.6 billion dollar was spent on billboard advertising alone, in the year 2006, as analyzed by Outdoor Advertising Association of America.

Billboard advertising is the best bet in outdoor advertising and isn't that costly. And with the amount of exposure the product gets the money is worth it. In the past few years several factors have triggered billboard advertising and cost effectiveness being one of the prime reasons. One of the reasons being if an ad is placed in the local newspaper or a television channel the advertisement gets noticed for only thirty seconds and when the same advertisement is placed on billboard, it gets noticed through out the day, for months. Thousands of people view billboard everyday on their way to jobs or home, it doesn't get lost in the pages like an advertisement placed in a newspaper or magazine. There is a frequent and continuous delivery of message. No other advertising method can grab the attention of people like billboard advertising. It creates brand awareness and strong name recognition.

One of the reasons behind the cost being low is technology. In the early years the billboards were hand-painted due to which the labor cost was high. Now, advertisers design and print their advertisements on a huge poster board or vinyl board by a computer-aided printer, which is very cost effective. Creativity can be achieved to the highest extent, with ease and less money. The brighter, colorful, creative the advertisement is, the more eye-catching it is. With the advancements in technology, it takes very less time to design billboards with unlimited possibilities.

Before placing a billboard advertisement in a particular area it's better that a research is done about the interest of the people in and around that area. Like if the advertiser desires to post a billboard advertisement on a highway, he can choose the advertisement on a motel, cafeteria, or gas station. Depending on the locality specific potential customers should be targeted.

The cost is really reasonable. It varies from \$1,000 to \$3,000 per month. Ten advertisements will cost around \$ 30,000. It might look like a big amount, but it costs almost same if placing a full-page ad in a newspaper for only a day. And if the effectiveness is considered for both the methods, newspaper advertisements are not even half as effective as billboard advertisements. When an advertisement is placed in a newspaper or in a magazine, the customer should reach out to see the advertisement, but when an advertisement is placed on a

billboard, it is like reaching to the customers.

Thus, Billboard advertising has high-impact on people and is a cost-effective method of advertisement. The above-mentioned advantages are few of the many advantages of billboard advertising. And that's the reason why all types of companies and businesses are choosing to go with billboard advertising. From placing the billboard at a theater multiplex, highway, airport, and even pasting them on cars, any kind of product can be advertised to any kind of audience. And the effectiveness of it can never be underestimated.

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