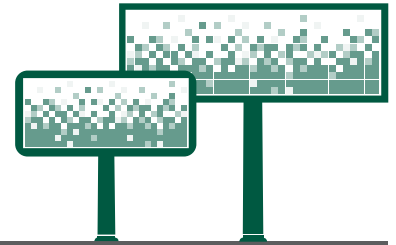


LAMAR DIGITAL CAPABILITIES



DAY PARTING/ RELEVANT CONTENT

Reach consumers with real time, relevant messaging by rotating multiple pieces of creative daily based on the time of day. The creative will change automatically at the specified times.



WAIT TIME FOR THE
NEW WOMAN'S:
newwomans.org

8
WEEKS

COUNTDOWNS

Lamar digital boards know the current date and time at their location. The board can count down to a specific day or time, even down to the second. The countdown updates with every rotation of the board.

USER-GENERATED CONTENT

Let your customers talk about a brand or product while our digital display broadcasts their comments in real time. Fans were able to share a two-word description of a sandwich in this McDonalds campaign.

MOST EPIC

 **new ANGUS**
THIRD POUNDERS



*Actual weight before cooking 5.20 oz (147 g) © 2019 McDonald's®

LIVE SCORES

Lamar partners with a sports score company to offer clients and agencies the opportunity to use live scores on digital boards. These scores update in real time and are available for almost all sports teams.

REDSKINS
COWBOYS

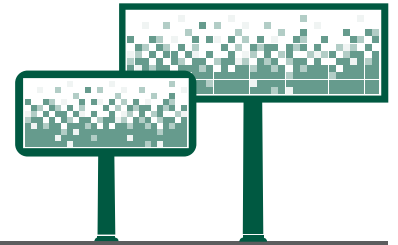
06
06



FTT | 2ND QTR | 9:58

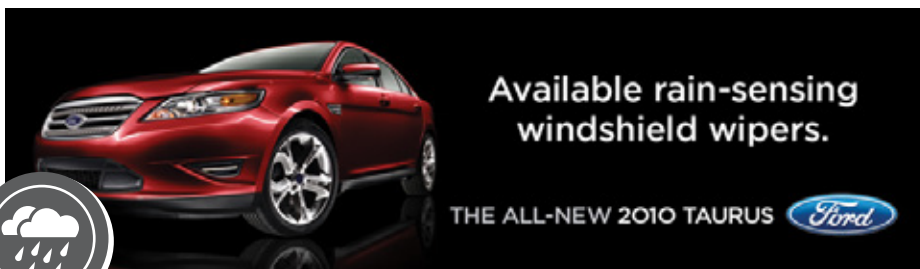


LAMAR DIGITAL CAPABILITIES



TRENDING ITEMS

After analyzing trending items on a particular website based on click through rates, our digital boards allow clients and agencies to promote the trending items in real time by displaying images, text and current price.



WEATHER TRIGGERS

A sensor on each Lamar board receives weather information. Your ad can show current weather conditions, temperatures, and local forecast. Automatically change creative based on weather in the driving environment.

SOCIAL MEDIA

Lamar digital boards can pull content from social media profiles (Facebook, Twitter, Instagram, FourSquare, Google+). Show images and text, status updates, tweets and check-ins on your ad in real time.



WITH LAMAR DIGITAL, YOU PAY
NO PRODUCTION COSTS
SO YOU CAN TRY ANY OF THESE GREAT
CAPABILITIES AT NO ADDITIONAL CHARGE!

CALL US TO FIND OUT HOW DYNAMIC DIGITAL CONTENT CAN WORK WONDERS FOR YOUR CAMPAIGN!