

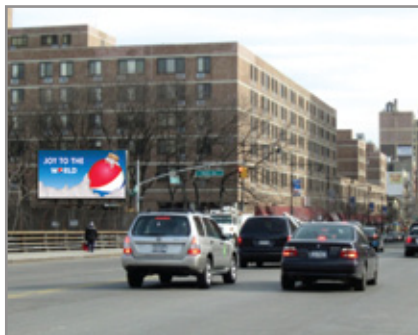
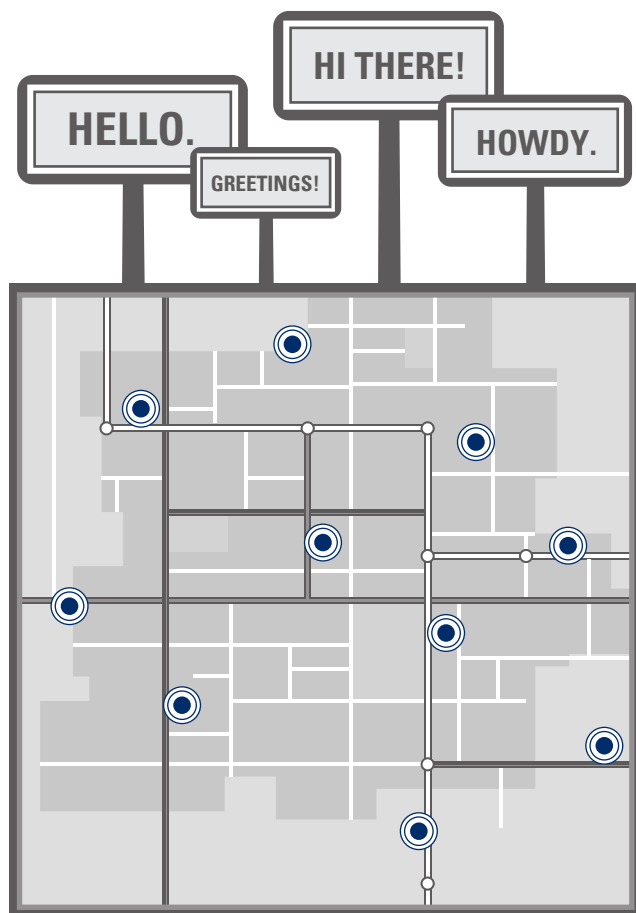
WHAT IS A...

POSTER? PACKAGE

A poster package is a campaign that uses a **combination of poster locations** at the same time for immediate market reach.

The number of boards in a package translates to the **percentage of the target audience** that an advertiser wishes to reach per day.

This percentage is determined by **Target Rating Points** (TRP's). The typical package options are 50 TRP, 100 TRP, 150 TRP, and 200 TRP, however, they vary slightly by area. Contact your Lamar Sales Representative for current rates and package information.



All of the poster locations in your Poster Package will display your message at the same time and are distributed around your market to reach the daily TRP.

Looking to buy a single poster that rotates around the city? Ask about our Poster Rotary!

WHY POSTERS?

Posters are great for launching a new product, making a name change, or when you have the need to get your message to as many people as possible in the shortest amount of time.

SOAK THE MARKET

A poster package works like a sprinkler system on a golf course. You could spend all day going from hole to hole individually with a hose, or you could have several small units watering all holes quickly and at the same time. Soak the market with your message by covering all areas at once!

