

# OUR PRODUCTS: 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.





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## POSTER BENEFITS

Posters 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 SIZING

10'5" x 22'8"

## PRODUCTION

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

