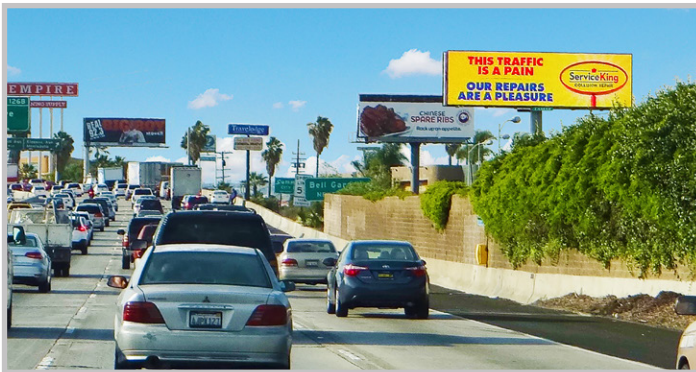




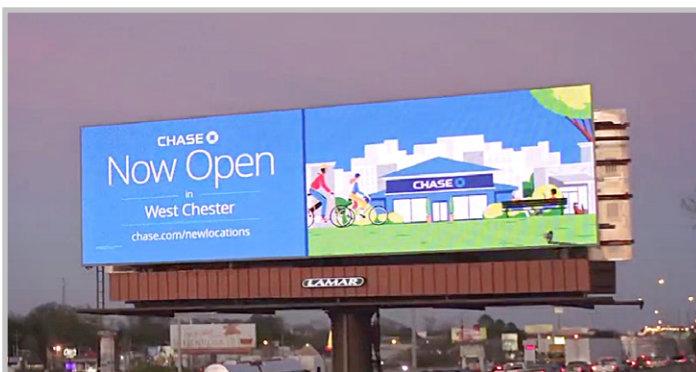
# OUR PRODUCTS: BILLBOARDS DIGITAL

**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, changing every 6-10 seconds depending on location. 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.





# OUR PRODUCTS: BILLBOARDS DIGITAL



## DIGITAL BENEFITS

Digital billboards are 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 SIZING

Digital Bulletin: 1400 × 400 pixels

Digital Poster: 840 × 400 pixels

## PRODUCTION

**There is no production charge for digital display ads.** Creative is live on the street within minutes of being uploaded.

