



# OUR PRODUCTS: BILLBOARDS JUNIOR POSTERS

**JR. POSTERS**, located mainly in urban neighborhoods and on smaller roads, bring your message to a local audience. They provide exposure where larger format Posters or Bulletins may not be found. Jr. Posters are used to target ethnic markets and audiences that are harder to reach.



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## JR. POSTER BENEFITS

Jr. Poster structures are the smallest standard billboard size. They are present in areas where larger structures can't go.

They are seen by vehicular traffic and pedestrians in ethnic markets and major urban areas.

Units can be free-standing or posted on the sides of buildings and are typically just above eye level.

In a package, your ad will run simultaneously on several different Jr. Poster locations in a specified market area to saturate the region (typically for 30 and 60 day periods).

## COMMON SIZING

6' x 12' • 5' x 11'

## PRODUCTION

Jr. Posters are produced using different production methods, largely dependent on the client's budget. Vinyl or paper are two common options.