

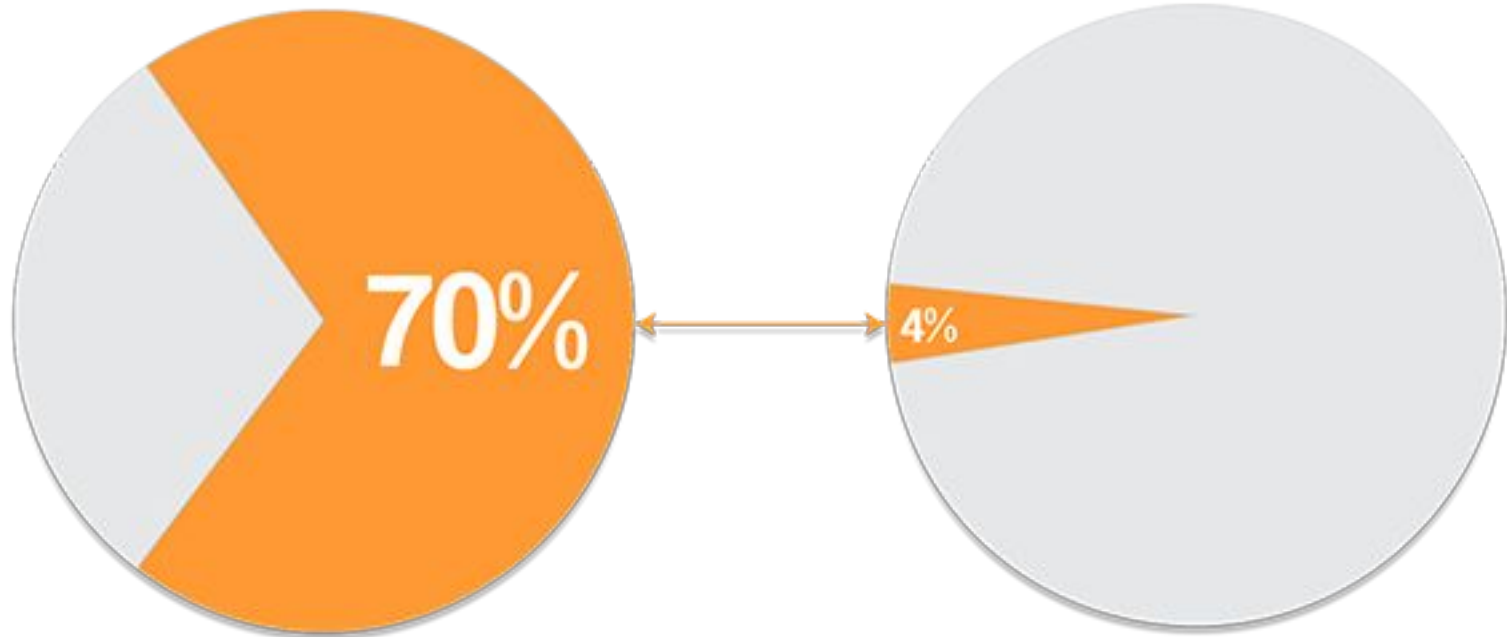


Why should you use out of home advertising?

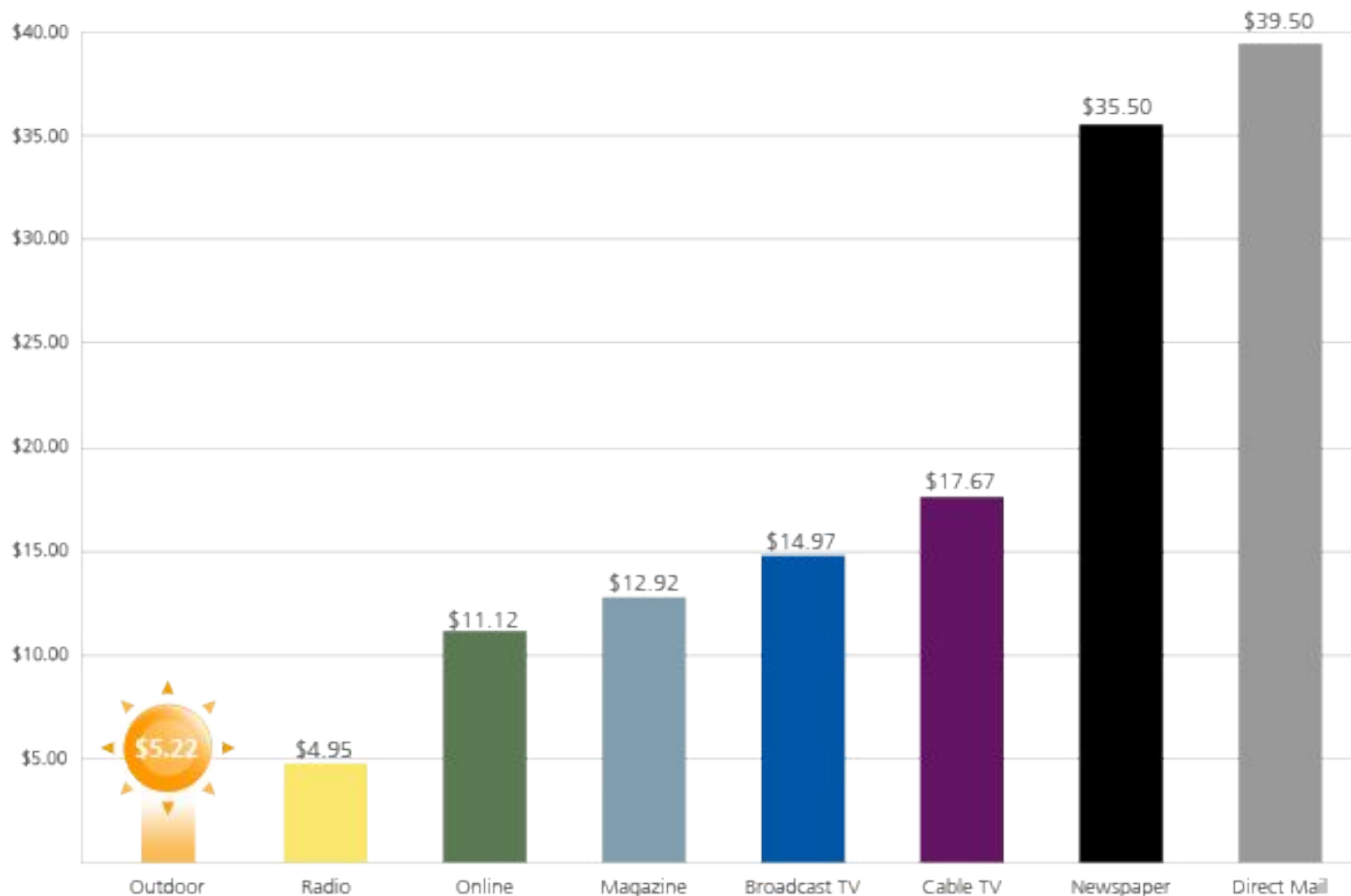
# Why Outdoor Advertising Helps Sell Products



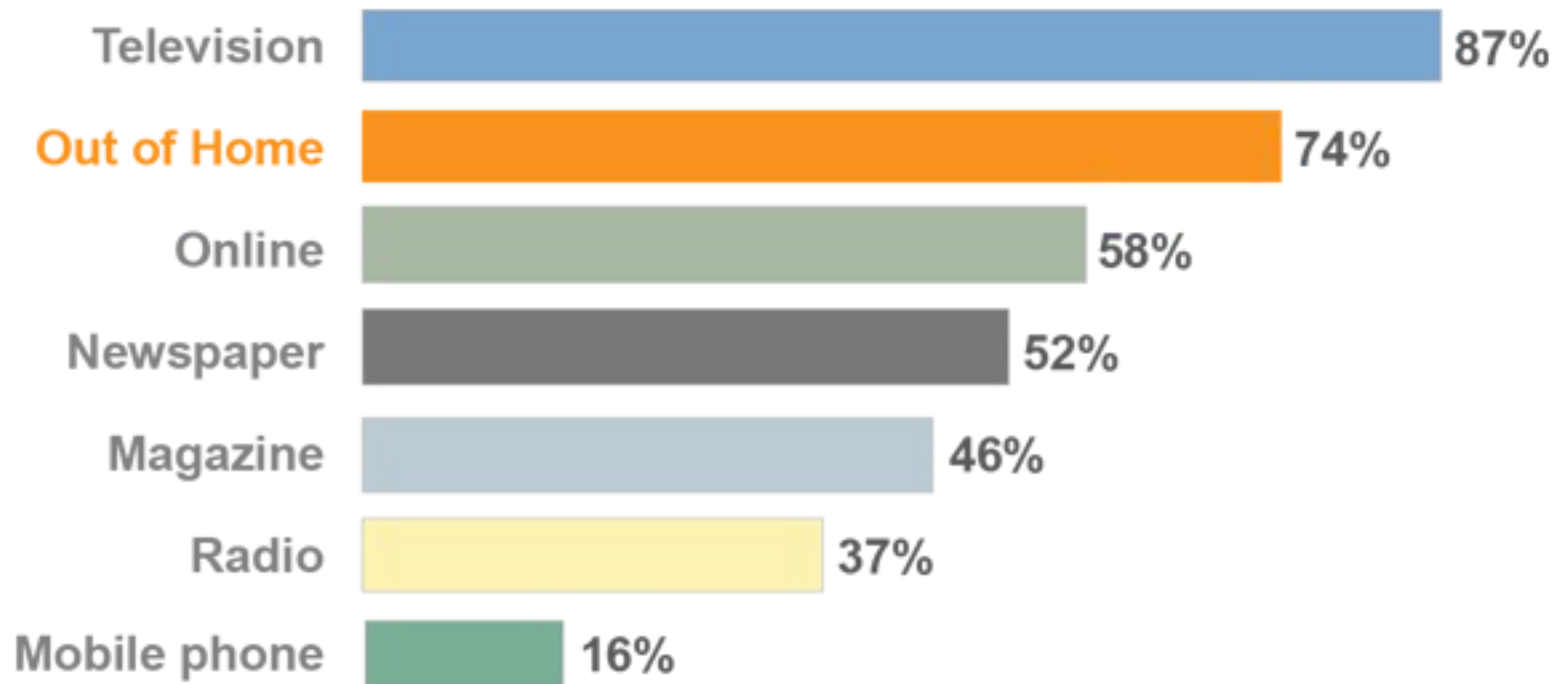
**Most people spend 70% of their time  
outside the home.**



# Outdoor Advertising is one of the most cost effective media formats.



# Out of home is one of the most memorable media.



## Comparing outdoor ads to other advertising options:

- Unlike TV, radio or print, outdoor is media that cannot be turned off or put down. Viewers cannot fast forward through an outdoor ad as it moves through their environment or they enter the viewing range of strategically placed displays - like billboards. With TV, radio, print and the Internet, consumers have the ability to change the channel, fast forward, turn the page (or miss the page!) or close the browser window.

# Isn't outdoor just billboards?

## Billboards



traditional roadside  
billboards

Times Square, New Year's Eve, NYC



digital billboard  
displays



*Thanks for*

*attention*

