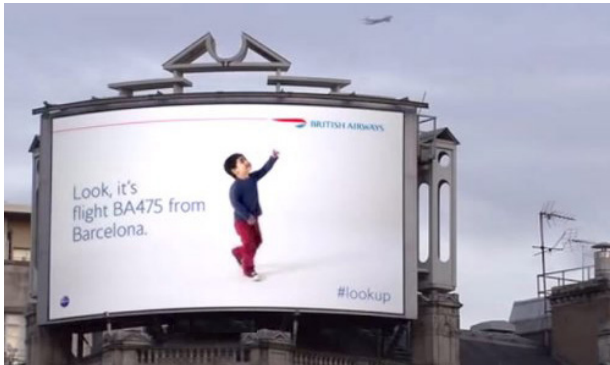


GOING DIGITAL



Nimble>Immediate>Innovative

Today, there are over 6,700 digital billboards in the United States and hundreds of digital place-based networks from coast-to-coast.

The nimbleness of digital out of home (DOOH) gives both national brands and local businesses a unique and powerful way to reach a large number of geographically or demographically targeted consumers. DOOH can be updated quickly and targeted precisely to desired audiences. Local messaging and market driven tactics come alive with digital content and offer real time accountability.

A recent study by Arbitron found nine out of 10 people notice the advertising copy on digital billboards some or most of the time. Nearly two out of three find digital billboards to be a cool way to advertise and recall for specific brands hit 50 percent for many advertisers.

The rapid rise of digital place based networks has opened up a wealth of opportunities offering flexibility and efficiencies for marketers. These indoor and some sometimes outdoor video screens are often internet-enabled, seen in major markets, and provide entertainment, news, weather, sports, and targeted advertising to consumers. Many digital place based networks combine sight, sound and motion.

Looking for effective and efficient complements to your TV campaigns? Digital OOH adds excitement and relevance to any advertising campaign.

