
1 The cost of billboards varies significantly depending on the location. What is the cost of a 120’ permanent bulletin at Times Square in New York City for one month?
2 According to the table on page 3, how many inches does the text need to be readable from 500’ on a Highway Bulletin?
3. List the reasons provided by Lamar (on page 7) regarding why outdoor advertising is smart choice for advertisers. List the key research findings.

Photos by Myles Bassell 2006
These photos show the significant transformational impact of billboards in Hong Kong.
3 Explain in your own words (7-10 sentences) the TAB Mobile Audit Methodology.

4 What does The Traffic Audit Bureau Measure?

5 According to the Outdoor Advertising Association of American what is the most popular form of outdoor advertising?
<table>
<thead>
<tr>
<th>Distance In Feet</th>
<th>Examples</th>
<th>Minimum Readable Text Height in Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>100’-200’</td>
<td>Posters, Surface Streets</td>
<td>4” - 8”</td>
</tr>
<tr>
<td>200’-300’</td>
<td>Posters, Surface Streets &amp; Highway Bulletins</td>
<td>8” - 10”</td>
</tr>
<tr>
<td>300’-350’</td>
<td>Highway Bulletins, Highway Posters</td>
<td>10” - 15”</td>
</tr>
<tr>
<td>350’-500’</td>
<td>Highway Bulletins</td>
<td>15” - 20”</td>
</tr>
<tr>
<td>500’-600’</td>
<td>Highway Bulletins</td>
<td>20” - 24”</td>
</tr>
</tbody>
</table>

Note: Readability is also dependent on color contrast. Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability.

Below is a sample of how the letter size looks in proportion to two standard sizes:

Ten Inch Letter  
Twenty Inch Letter  
Twenty Four Inch Letter  

14’ x 48’ Bulletin

Four Inch Letter  
Eight Inch Letter  
Ten Inch Letter  

12’ x 25’ Poster
THERE’S AN ART TO SELLING
Outdoor Advertising, at its best, is an art form. It intrigues, it inspires, it humors. But most importantly, it sells. Create advertising that will bring people in your door.

GO OUTDOOR.
Lamar Advertising Company is the largest sole billboard provider in the country. And with over 100 years behind us, we’re also one of the most experienced.

Lamar operates more than 151,000 billboards and over 95,000 logo sign displays across the country and in Canada. In addition, Lamar has over 40 transit advertising franchises that reach driving audiences in 16 states through displays on bus shelters, benches and buses.

So if you’re looking for a vehicle for your message, chances are that no matter where you are, Lamar is ready to go to work for you.

In addition, we can also make your advertising message come to life through state-of-the-art technology, strategic placement and demographic targeting.

From concept to completion, Lamar delivers both the choices and the support that allow advertisers to deliver their message with maximum impact.
Outdoor has always been one of the most effective means of advertising money can buy. And it’s even more important to rely on Outdoor Advertising today as American consumers spend more time with Outdoor than watching television, reading the paper or listening to the radio. The one advertisement that they are guaranteed to see is Outdoor Advertising. When they are driving, they are Outdoor’s captive audience.

OUTDOOR ADVERTISING IS SMART MEDIA BECAUSE IT...

• Costs less than other forms of advertising.
• Targets today’s highly mobile consumer.
• Offers competitive reach as compared to other media venues.
• Presents creative designs that can create market awareness and name recognition.
• Has the audience that television, newspaper and radio must first build.

OUTDOOR RESEARCH

• 15. The number of hours people spend per week in a car.
• 2 out of 5 in-car consumers make the decision to shop on the way home.
• 49% of the U.S. population notice directional billboards.
• 48% of Americans did not pick up a newspaper yesterday.
• 1 out of 4 Americans have not watched the evening news in the past week.
At Lamar Outdoor, we make sure before your message goes out, that you’re not only utilizing the medium in the most effective size and location, but also making the greatest use of your strategic objectives. This is important because it insures your dollar will make its maximum impact.

Other factors that can help make your message stronger are...

- Good use of color.
- Thinking outside the box by using extensions and 3D objects.
- Keeping your message simple and to the point.

Of course, we will guide you through the process and make recommendations on how your Outdoor Advertising can be most effective.
TO INCREASE SALES
JUST FILL IN THE BLANKS.

At Lamar, we provide a wide range of possibilities to get your message seen and your dollar stretched. And, of course, we’re always on the forefront of identifying and developing new, innovative means of communicating the message in the most powerful way.

BULLETIN

POSTER

JR. POSTER

TRANSIT SHELTER

BUS DISPLAY

BUS BENCH

DIGITAL DISPLAY
LAMAR GRAPHICS

Lamar Graphics, the production arm of Lamar Advertising Company, focuses solely on high quality digital vinyl production for Lamar’s advertising customers. We have over 10 high speed vinyl printers, making us the largest dedicated vinyl billboard production company in the world.

At Lamar Graphics, when it comes to quality control, we’re always looking at the big picture. From our production department that never sleeps, constant upgrades that keeps us on the cutting edge of technology, and quality assurance standards second to none, you get a level of service unrivaled in the industry.

You can always trust Lamar Graphics to deliver your large format graphics right on time, every time. We go into action immediately, and we track the progress and quality every step of the way. Because we track it...so can you! Keep an eye on your order day or night at www.lamargraphics.com.

DIGNIFIED DIGITS...

• **24.** The number of hours a day our production department is working for you.
• **52.** The number of football fields that could be covered by our monthly vinyl output.
• **5000.** The number of pieces shipped each month from 3 nationwide distribution centers.
• **4100.** The number of orders tracked and proofed each month on our website.
WHAT PEOPLE ARE SAYING.

“Measurable results showed sales of Duck Head products, on average, increased 9-12% with retailers when supported with outdoor. Even 15% gains were not unusual.”
- Duck Head

“We recently had a John Antencio designer ring bulletin up. The exact ring was sold recently to a person who had never been in our store, but he and his girlfriend saw the billboard while driving downtown. They came to our store, told us they wanted the ring on the billboard, and we made an $18,000 sale.”
- Molenaar Jewelers

“We enjoy hearing that our billboards bring instant return as well as success for our business.”
- Periora

“We have noticed more telephone calls asking for directions since the billboard has been in place.”
- Ethan Allen

“We can honestly say that we’ve seen ten times more people than I ever anticipated walking through the door from the elevated awareness of our facility. Out-of-town traffic is growing constantly and the boards we used as directionals solved any location problems.”
- Mac’s Hockey Outlet

“The exposure has prompted numerous customers to contact our store via the phone and in person to inquire about our products.”
- Bose

“With an average estimate we sell approximately 4-5 waterbeds off of our boards per month. There is clearly no doubt that outdoor works!”
- Waterbed Gallery

“On the way home, he happened to see one of my boards on Azalea Road and decided to give us a try. Well, he not only bought a diamond, he also brought a friend in the next day who purchased a Christmas gift. Their two purchases paid for six of our boards.”
- The Karat Patch Jewelers

“My business doubled from the previous year after just four months of billboard advertisement.”
- Waterscapes

“TV does not give you much daily reach...outdoor does. Outdoor adds reach to your TV buy.”
- David Poltrack, CBS Television