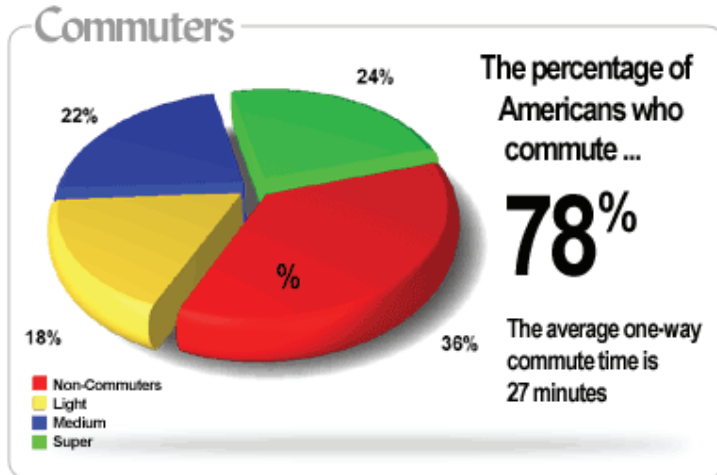




## media comparisons

# Outdoor



### QUICK FACTS

Billboards accounted for 62% of outdoor ad sales in 2005. (*Outdoor Advertising Association of America, 2006*)

The outdoor category also includes such ad venues as signage on various transportation vehicles/facilities, street furniture, moving billboards, etc. (*Outdoor Advertising Association of America, 2006*)

Almost 50% of consumers say that through billboard ads they have learned about or been reminded to listen to a particular Radio station. (*Arbitron National In-Car Study, 2003*)

The leading outdoor advertising category in 2005 was Local Services & Amusements, followed by Media & Advertising. (*Outdoor Advertising Association of America, 2006*)

Clear Channel Outdoor, CBS Outdoor and Lamar Advertising Company ranked as the three largest outdoor companies in 2005. (*Outdoor Advertising Association of America, 2006*)

### ADVANTAGES

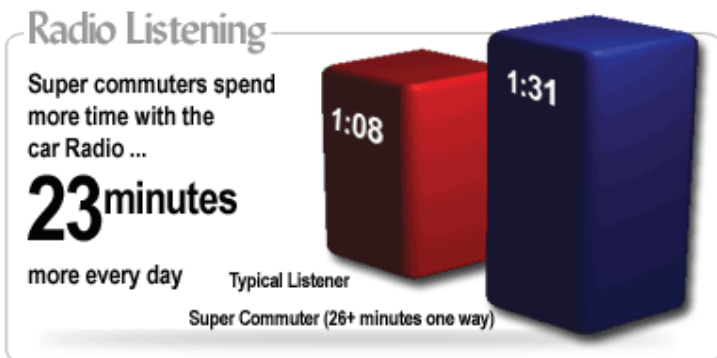
**ATTENTION GRABBING:** The combination of size, color and illumination attracts attention.

**STRATEGIC PLACEMENT:** Billboards can be placed in high-traffic areas or other strategic locations, while transit signs can be affixed to the backs and sides of buses, in bus stops, and in rail stations.

**DIRECTIONAL:** Billboards can be used as directionals, guiding consumers to the location of a given business.

### DISADVANTAGES

**BREVITY:** The very nature of outdoor advertising demands that the commercial message be brief and relatively simple. Therefore, it is difficult to com-





## media comparisons

# Outdoor

municate product details, competitive advantages, and specific consumer benefits. Billboard companies generally recommend no more than seven words on a billboard, or people speeding by will not have time to read the message.

**LOW RECALL:** Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit message impact and recall.

**INFLEXIBLE:** Once a message is up, it generally stays up through the duration of the contract, even if the advertiser's needs have changed. In addition, printing a new message is expensive, possibly taking weeks to produce and days or weeks to have it displayed.

### PLUS RADIO

**POWER OF SOUND:** To be effective, billboard messages must be brief. That's where Radio can help. Use Radio to enhance and expand on the message displayed in your billboard showing.

**RECALL:** Radio blankets the market. Your outdoor message can be seen only where it is displayed, but Radio allows your message to travel with your customers wherever they go – at home or at the office as well as in the car. By combining Radio with outdoor, you can build your message's range and frequency – and reach more of your customers more often building recall.

**BAD WEATHER AND ADVERSE TRAFFIC CONDITIONS:** Both are known to decrease outdoor ad exposure, but Radio listening actually increases under these circumstances. American consumers depend on their car Radios for weather and traffic reports, so billboards and Radio make an effective drivetime combination.

Source: Radio Advertising Bureau [www.rab.com](http://www.rab.com)