

the power of  
**OUTDOOR ADVERTISING**



consultation • concept • design • production • performance

**BillboardConnection.**  
*The Outdoor Advertising Experts*

# ADVERTISING made easy.

Billboard Connection provides you with expert analysis on all outdoor advertising formats. We offer knowledgeable advice on which outdoor advertising formats are best suited for your needs and your market, so you can make an informed decision.



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# ADVERTISING

that performs.

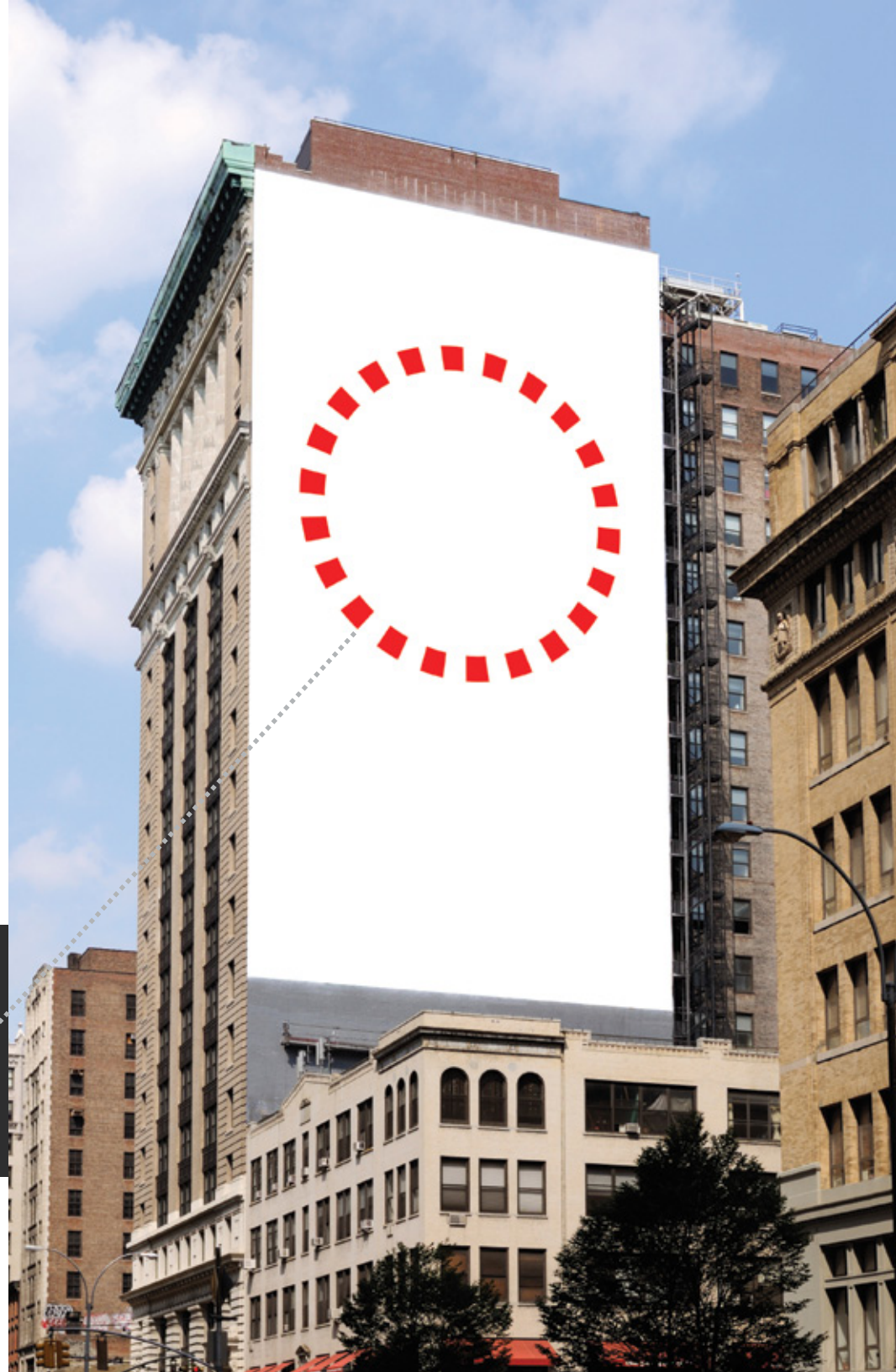
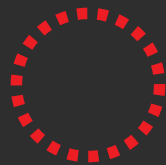
## Make an impression that won't be drowned out.

Today's on-the-go consumers are on the move and increasingly difficult to reach with traditional forms of advertising. Outdoor advertising is the most effective way to reach consumers right where they live, work, shop, commute and play.

Out of home media works 24/7 delivering your advertising message to your audience in places they go every day.

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Consumers are spending more time **outdoors** every day, being exposed to advertising more than ever before.



# THE RIGHT MEDIA

for maximum exposure.

With more than 100 outdoor advertising products for you to select from based on your budget and needs, you will be seen!

Billboard Connection will maximize your advertising budget for the highest impression on your targeted audience and greatest return on your advertising dollars.



## OUTDOOR PRODUCTS

- Aerial
- Airports
- Billboards
- Bus Benches
- Bus Shelters
- College Campuses
- Convenience Stores
- Digital Screens
- Events
- Gas Station/Pumps
- Golf Course
- Health Clubs
- Inflatable Billboards
- Malls
- Mobile Billboards
- Movie Theaters
- Parking Garages
- Sports Stadiums
- Taxi Tops
- Transit
- And More...

**ENGAGE**  
your audience.



**Are you engaging your audience?**

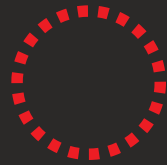
Studies prove outdoor advertising is an effective way to connect and engage consumers.



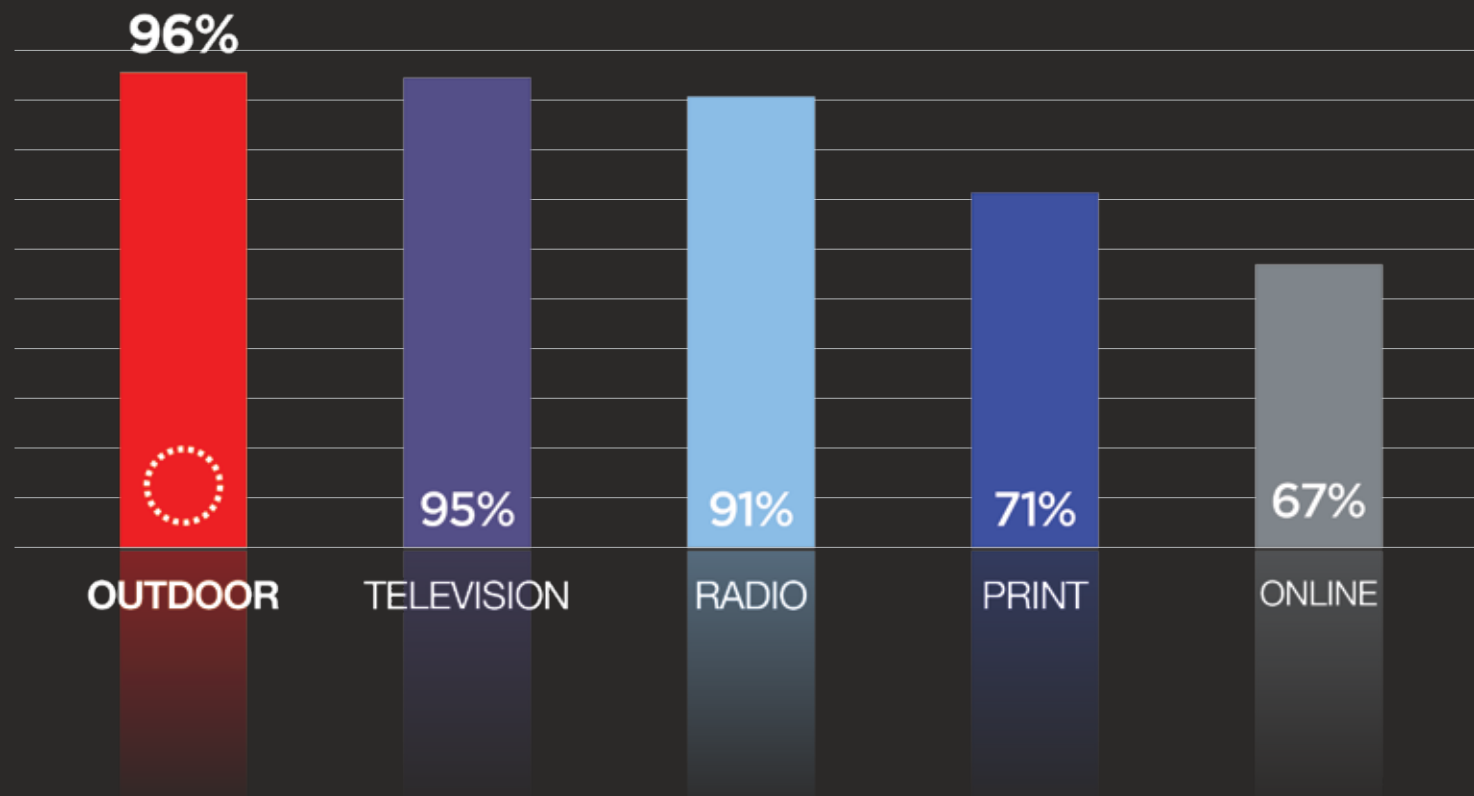
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# REACH

more consumers.



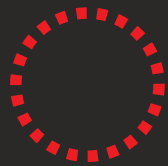
**Outdoor Advertising** reaches Practically the Total U.S. Adult Population **Every Week**.



Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.

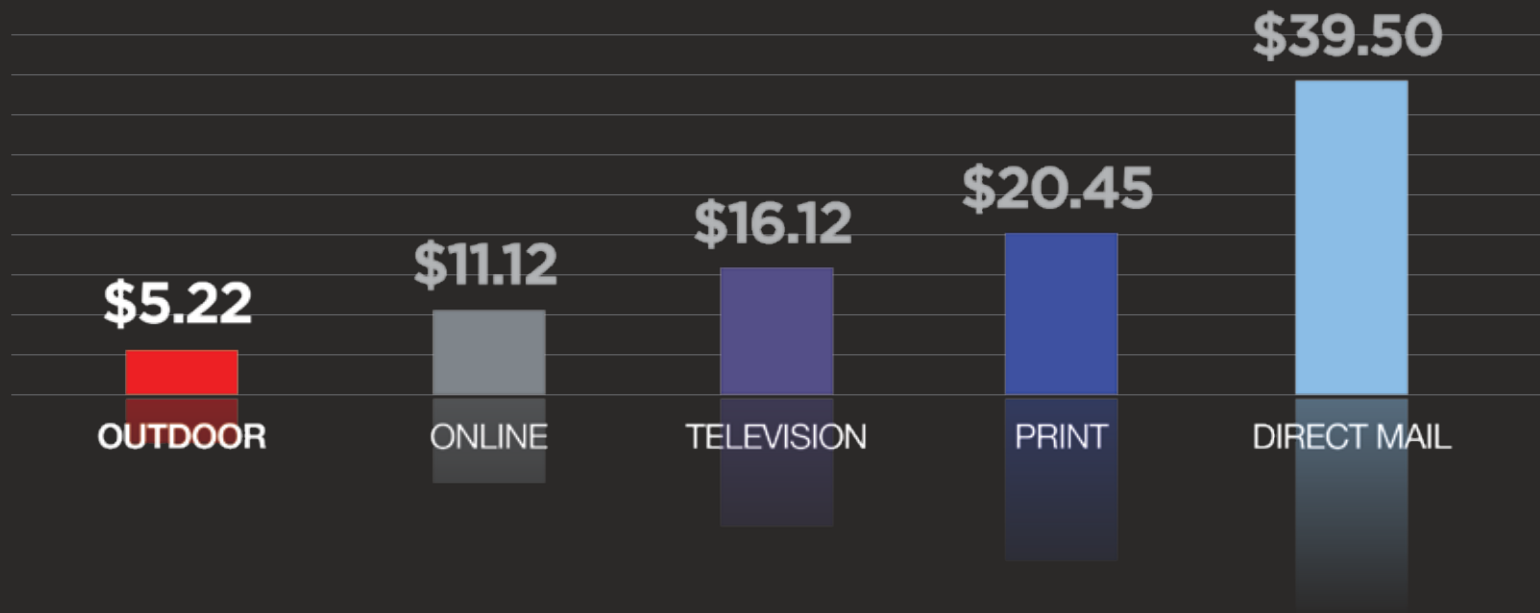
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# nothing beats **OUTDOOR ADVERTISING.**



The **lowest cost-per-thousand** form of advertising available.

CPM Comparisons of Major Media



Source: Nielsen Out of Home Figures, 2011

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# RESULTS

for your company  
or brand.

## Outdoor advertising delivers visibility, awareness and ROI.

To further make the most of your advertising dollars, Billboard Connection experts will work closely with your company to maximize positive ROI.

We'll analyze your needs and recommend the best outdoor advertising formats to give you optimum results, reach your marketing goals and stay within your budget.



Delivers  
immediate  
impact that  
works 24/7

- High reach & frequency that quickly builds brand awareness
- Provides maximum exposure to your message
- Reaches consumers where they shop, live, work and play
- Reaches consumers while they're actively engaged in the buying decision process
- Cost-effective and offers the lowest cost-per-thousand impressions

**BillboardConnection**  
The Outdoor Advertising Experts

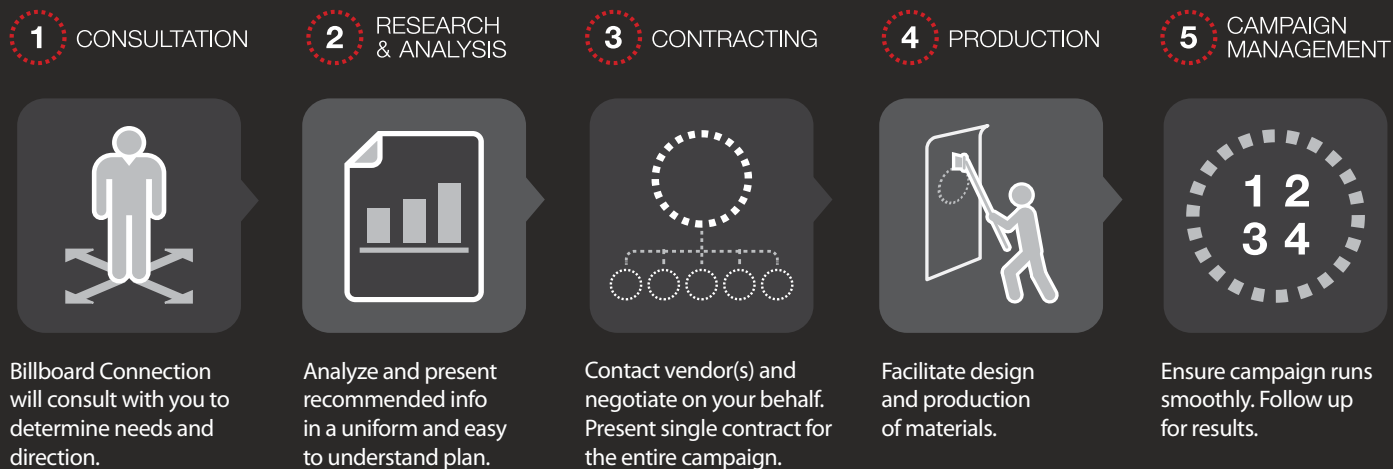


# ADVERTISING

how it should be.

**Billboard Connection** specializes in helping advertisers tap into the huge benefits of out-of-home advertising.

Our specialty is simplifying single market and multi-market outdoor advertising campaigns. Our Nationwide network of agencies will provide you with the best outdoor advertising options available.



## OUR SERVICES

- Unbiased Recommendations
- Media Planning & Buying
- Market Rides & Location Analysis
- Creative Services
- Production Services
- Campaign Execution Management
- Proof Of Performance Reporting

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