

GETTING THE MOST OUT OF YOUR
**DIGITAL
BILLBOARD**

Digital billboards create infinite possibilities for the advertiser.

The advertiser is able to tailor a message or multiple messages according to time of day, seasons, holidays and other special dates.

Our displays allow crisp images and colors that catch the attention of drivers. Campaigns can easily be rotated between different locations to extend the audience reach.



Content & Design

- Create a campaign with several different ads
- Customize content according to holidays, community events and seasons
- Keep it simple – less is always better for billboard advertising
- Stick to one message or theme per ad
- Use at least one bright, eye-catching color
- Incorporate your branding – logos, colors – to create and solidify recognition
- Funny and clever ads are easily remembered

Rotation

- Keep everything updated and fresh – create new ads every 2-4 weeks
- Rotate your ads to different locations once a month to reach more people

Things to Avoid

- Too much clutter or wordiness – remember, less is more
- Negativity – always portray the positive side of things
- Archaic humor that may be offensive or misunderstood