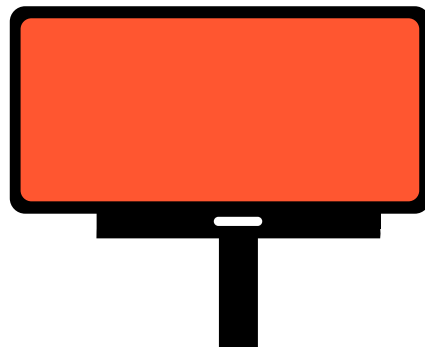


BILLBOARDS

VS.

RADIO | ONLINE ADS | TV | NEWSPAPER

A side by side comparison of billboards to other advertising options and why you should consider Out of Home as part of your advertising.



BILLBOARDS VS. RADIO

Billboards

Radio

	Billboards	Radio
Timeliness	Digital billboards can be updated with new messages almost immediately.	Radio spots need to be written and recorded. Generally not a quick process.
Cost	Varies widely in each market. Cost per impression generally lower than radio.	Varies widely in each market. Cost per impression generally higher than billboard.
Reach	Reach all drivers and passengers in vehicles plus pedestrians.	Reach only people who listen to the radio. Mostly in vehicles.
Targeting	Target by location zones based on billboard locations.	Targeting by listening area and music style demographics.
Flexibility	Run multiple ads on digital billboards. Usually at no additional cost.	Run multiple ads. Production fees may be extra.
Analytics	Traffic counts and number of impressions.	Number of listeners the radio station tells you they have.
Ignorable?	Not easily ignored.	Station can be easily changed when commercials come on.

SUMMARY

While you may be able to say more in a radio ad, it's not as easy to track if it reached someone when compared to a billboard. If you evaluate the cost per person reached, billboard is typically less expensive.

BILLBOARDS VS. ONLINE ADS

Billboards

Online Ads

	Billboards	Online Ads
Timeliness	Digital billboards can be updated with new messages almost immediately.	Can be updated quickly as long as you have access and can create your own ads.
Cost	Varies widely in each market. Cost per impression generally lower than online ads.	Varies widely in each market. Cost per impression generally higher than billboard.
Reach	Reach all drivers and passengers in vehicles plus pedestrians.	Reach people while online via mobile or desktop.
Targeting	Target by location zones based on billboard locations.	Target based on behavioral, location and interests. Not 100% accurate.
Flexibility	Run multiple ads on digital billboards. Usually at no additional cost.	Run multiple ads. Usually at no additional cost.
Analytics	Traffic counts and number of impressions.	Number of impressions/clicks. But beware of bots.
Ignorable?	Not easily ignored.	Often cluttered with other ads and information.

SUMMARY

While you may be able to closely target an audience with an online ad, studies have shown that audience still needs to be aware of your brand outside of an online ad to grow trust. Pairing online ads with billboards is becoming more and more popular.

BILLBOARDS VS. TV

Billboards

TV

	Billboards	TV
Timeliness	Digital billboards can be updated with new messages almost immediately.	With production costs and times, the ability to change an ad quickly is not likely.
Cost	Varies widely in each market. Cost per impression generally lower than TV.	Varies widely in each market. Cost per impression generally higher than billboard.
Reach	Reach all drivers and passengers in vehicles plus pedestrians.	Reach only people who watch a certain TV network.
Targeting	Target by location zones based on billboard locations.	Targeting by show demographics.
Flexibility	Run multiple ads on digital billboards. Usually at no additional cost.	Run multiple ads. Production fees are extra and generally costly.
Analytics	Traffic counts and number of impressions.	Number of viewers the TV station tells you they have.
Ignorable?	Not easily ignored.	Station can be easily changed when commercials come on.

SUMMARY

Television ads are usually out of budget for most smaller to medium size companies. However, billboards can be utilized in a variety of cost effective ways and are a great way to target you customers.

BILLBOARDS VS. NEWSPAPER

Billboards

Newspaper

	Billboards	Newspaper
Timeliness	Digital billboards can be updated with new messages almost immediately.	The ability to change an ad quickly is not likely. Planning is necessary.
Cost	Varies widely in each market. Cost per impression generally lower than newspaper.	Varies widely in each market. Cost per impression generally higher than billboard.
Reach	Reach all drivers and passengers in vehicles plus pedestrians.	Reach an older demographic. Most "news" is online these days.
Targeting	Target by location zones based on billboard locations.	Targeting very limited.
Flexibility	Run multiple ads on digital billboards. Usually at no additional cost.	Usually on 1 ad per run. Multiples are generally more costly.
Analytics	Traffic counts and number of impressions.	Limited to the number of papers printed. Doesn't guarantee ad views.
Ignorable?	Not easily ignored.	Been in decline since the early 2000's. Fewer papers printed. Fewer readers.

SUMMARY

Newspaper is primarily used today to advertise to an older demographic. While it may be good for that, anything else may be a waste of advertising dollars.