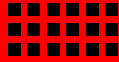


Billboard Advertising Types

WHICH SHOULD I CHOOSE?

DIGITAL



- I want to run multiple ads
- I want bright/vibrant ad colors
- I may want to change locations
- I may advertise short term
- I want dynamic/technical features
- I need to change my ad quickly

STATIC



- I don't want to share ad space
- I have only 1 message to promote
- I'm ok with an initial production cost
- I'm advertising longer term
- I want an extension or 3D aspect
- My ad will stay the same for term

TRIVISION



- I have only 1 message to promote
- I'm ok with an initial production cost
- I like the attention grabbing flips
- I'm advertising longer term
- My ad will stay the same for term
- I'm ok sharing with 2 other advertisers

OTHER FACTORS/NOTES:

- You may want a billboard that is in proximity to your business, therefore the type of billboard may not be as important
- All types of boards may/may not have production costs
- Speak to your account executive for further details