

BILLBOARD STATISTICS



BILLBOARDS



75%

OF RESPONDENTS RECALLED SEEING A DIGITAL BILLBOARD IN THE PAST MONTH.



86%

RECALL RATE FOR BILLBOARDS. HIGHER THAN OTHER ADV. MEDIUMS.

AMERICAN DRIVERS SPEND AN AVERAGE OF

350+ HOURS

DRIVING EVERY YEAR



**YOUR AD
HERE!**

71%

OF CONSUMERS OFTEN LOOK AT THE MESSAGES ON ROADSIDE BILLBOARDS, INDICATING HIGH ENGAGEMENT RATES.