

THINK BIG:

THE POWER OF BILLBOARD ADVERTISING



Your customers are
already on the road,
**Make sure they see
your business.**

RECALL

80+%

of people remember seeing billboards.
Higher than TV, radio, and online.

DRIVES SEARCH

54%

of millennials and Gen Z will search
the brands online when they see a
billboard ad.

DRIVES ACTION

74%

of mobile users take action after
seeing a digital billboard.

RECOMMENDATION

48%

of millennials and Gen Z will
recommend products they've seen
advertised on billboards.

MASSIVE REACH

Thousands of drivers pass a single
billboard every day, creating millions
of impressions throughout a campaign.

BUILDS TRUST

Large-format advertising makes
businesses appear established,
credible, and memorable.

ALWAYS ON

Unlike digital ads that can be skipped
or blocked, billboards work 24/7.

BILLBOARDS DELIVER

- ✓ High Visibility
- ✓ Powerful Branding
- ✓ Constant Exposure
- ✓ Affordable CPM



Ready to get noticed?