



- Outdoor Advertising has a larger audience than any other type of advertising, partially due to the fact that people are driving further and further every day and spending more time on the move.
- A billboard with a good location can have more viewers than the super bowl.
- Outdoor advertising is the only type of media that has constant exposure. No other type of advertising allows your message to be displayed 24 hours a day, seven days a week.
- Repetition is extremely helpful when you are trying to increase your product awareness, or when you simply want to get your message across to millions of people. This task can easily be accomplished with billboard campaigns.
- Outdoor advertising makes it extremely easy to target, or not to target, a specific market.
- According to a study conducted by the OAAA, people glance at 70% of the billboards they pass, and of these, 63% are read.