

Did You Know?

## Billboard Advertising is Powerful!

- Reaches 99% of consumers on a typical day
- Drives four times more search and online activity than any other medium
- Increases online search. Nearly 50% of all consumers who see a billboard conduct an online search to learn more about the advertiser
- Generates more social media interactions per dollar than traditional media
- Increases the reach of mobile advertising up to 340%

Source: Nielsen, OAAA



## Go Big and Reach Thousands Every Week!

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