

Outdoor Advertising



BULLETIN DISPLAYS, LLC
"CREATIVE OUTDOOR ADVERTISING"



“Why Outdoor Now!”

(Because Outdoor Advertising Works)

Most Cost Efficient Advertising Medium In The World!

(Source: Media Dynamics, *AdKnowledge Online Advertising report 2Q'00)

Outdoor Advertising Costs 2005: “CPM” (Cost Per Thousand – Adults 18+)

Billboards (Industry Avg.)	\$2.26	Displays' Avg. = \$2.01 “We guarantee the best price”
Radio (:30 spot)	\$4.95	
Magazines	\$8.40	
Cable Television (:30 spot network)	\$25.00	
Newspaper	\$28.00	
Internet*	\$17.50	

Ten Reasons Why You Should Use Outdoor!

- (1) **SIGHT:** Dramatic Size, Color & Hard To Ignore, (2) **EFFICIENCY:** Low CPM's, (3) **REPETITIVE:** High Frequency, (4) **EFFECTIVENESS:** Builds & Maintains Brand Awareness, (5) **NON-STOP:** Works All Day & Night, (6) **TARGETABILITY:** Targets Specific Demographics, (7) **MOVE-TO-ACTION:** Impulse Medium, (8) **INFORMATIONAL:** Gives Directions, (9) **EASE OF ACCESS:** Easy To Plan & Buy & (10) **SPEED:** Quick Production, Low Costs.

Top Ten Categories In Outdoor Advertising - 2011

(Source: Outdoor Advertising Association of America, Inc.)

Rank		Rank	
1.	Local Services and Amusements.	6.	Public Trans & Hotel & Resorts.
2.	Media & Advertising.	7.	Communications.
3.	Retail.	8.	Insurance & Real Estate.
4.	Financial.	9.	Government, Politics & Orgs.
5.	Restaurants.	10.	Schools, Camps, Seminars.

90% Of Travelers Relied On Billboards To Locate The Following

(Source: U.S. Department Of Commerce)



Gas



Food



Lodging



Tourist Attractions

- 1) **High D.E.C.'s:** Avg. Daily Effective Circulation (DEC): **146.350**
- 2) **High-visibility Locations:** 90% of inventory on L.A. freeways
- 3) **Lowest CPM:** Avg. CPM: **\$2.01** (compared with OOH industry avg. of \$2.26).
- 4) **Flexibility:** Perms and rotates
- 5) **Reliability:** Fast, professional customer service!



San Gabriel (605) Freeway
Whittier

20' x 60'
1000' N/O Whittier Blvd.
South Facing
East Line
DEC: 188,020
EOI: 948,707
4-WEEK COST: \$7,480

#6001
TAB #13742

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This spectacular 20' x 60' right hand read, at almost twice the size of a 14' x 48', is one of the principle north-south freeways in Los Angeles County

This section of the San Gabriel (605) Freeway has the highest DEC because it is between the Santa Ana (5) and Pomona (60) Freeways

This bulletin is seen by the congested commuter traffic from the various suburban communities illustrated in the map





San Gabriel (605) Freeway
Whittier

14' x 48'
1000' N/O Whittier Blvd.
North Facing
East Line
DEC: 188,020
EOI: 617,463
4-WEEK COST: \$5,145

#6006
TAB # 13744

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This section of the San Gabriel (605) Freeway has the highest DEC because it is between the Santa Ana (5) and Pomona (60) Freeways

The San Gabriel (605) Freeway is one of the principle north-south arterial routes in Los Angeles County

This is one of the last bulletins seen by travelers before they may merge onto the Santa Ana (5) Freeway





San Gabriel (605) Freeway
Whittier

14' x 48'
1000' N/O Whittier Blvd.
North Facing
East Line
DEC: 188,020
EOI: 579,541
4-WEEK COST: \$5,145

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#6002
TAB # 13743

This section of the San Gabriel (605) Freeway has the highest DEC because it is between the Santa Ana (5) and Pomona (60) Freeways

The San Gabriel (605) Freeway is one of the principle north-south arterial routes in Los Angeles County

This is one of the last bulletins seen by travelers before they may merge onto the Santa Ana (5) Freeway





Gardena (91) Freeway
Compton

14' x 48'
766' E/O Central Ave
East Facing
South Line
DEC: 138,550
EOI: 487,653
4-WEEK COST: \$10,000

#9057
TAB # 30472951

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Used by local commuter traffic, this freeway stretches from the South Bay on the western end to the Inland Empire on the eastern end

This unit is located just a few miles from the South Bay, which includes such beach communities as Manhattan Beach, Hermosa Beach and others, with beautiful marinas and entertainment indigenous with the Southern California lifestyle





Artesia (91) Freeway
Compton

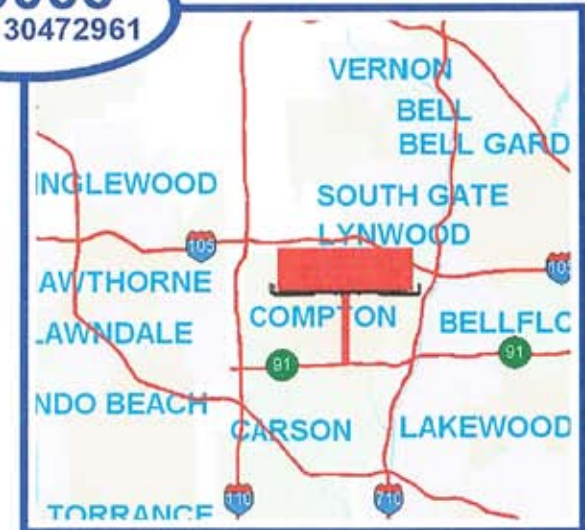
14' x 48'
1500' E/O Wilmington Ave
West Facing
North Line
DEC: 148,090
EOI: 512,231
4-WEEK COST: \$10,000

#9066
TAB # 30472961

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Used by local commuter traffic, this freeway stretches from the South Bay on the western end to the Inland Empire on the eastern end

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Artesia (91) Freeway
Compton

14' x 48'
1600' W/O Acacia Ave
West Facing
North Line
DEC: 148,090
EOI: 531,451
4-WEEK COST: \$10,000

#9068
TAB # 30472963

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This unit is located just a few miles from the South Bay, which includes such beach communities as Manhattan Beach, Hermosa Beach and others, with beautiful marinas and entertainment indigenous with the Southern California lifestyle





Artesia (91) Freeway
Compton

14' x 48'
900' W/O Acacia Ave
West Facing
North Line
DEC: 148,090
EOI: 531,451
4-WEEK COST: \$10,000

#9070
TAB # 30472965

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Used by local commuter traffic, this freeway stretches from the South Bay on the western end to the Inland Empire on the eastern end

This unit is located just a few miles from the South Bay, which includes such beach communities as Manhattan Beach, Hermosa Beach and others, with beautiful marinas and entertainment indigenous with the Southern California lifestyle

