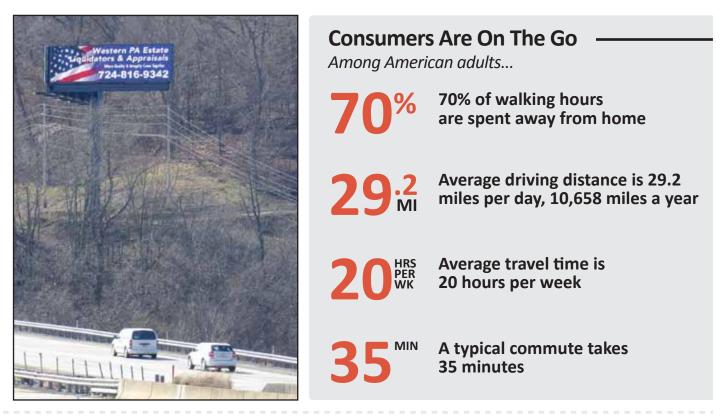
## Pepper Dog Productions, LLC

## **Out-of-Home Advertising** | It works!

Out-of-home advertising works because consumers are constantly on the go. Since 69% of purchasing decisions are made away from home, billboards reach consumers at the right place and the right time. It is pure advertising, with no programming between the ads. Out-of-home is hard to ignore. You can't change the channel on it, and you can't skip the ads.



## ALMOST 90% OF AMERICANS HAVE TRAVELED IN THE PAST MONTH by car, bus, taxi, commuter, rail or subway

CONSUMERS NOTICE BILLBOARDS

- **358**%
  - of consumers report consciously looking at out-of-home advertising

 of Americans have noticed a billboard or transit advertisement in the past month

Sources: Nielsen American Automobile Association, Arbitron, Kinetic

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SMTWTFS