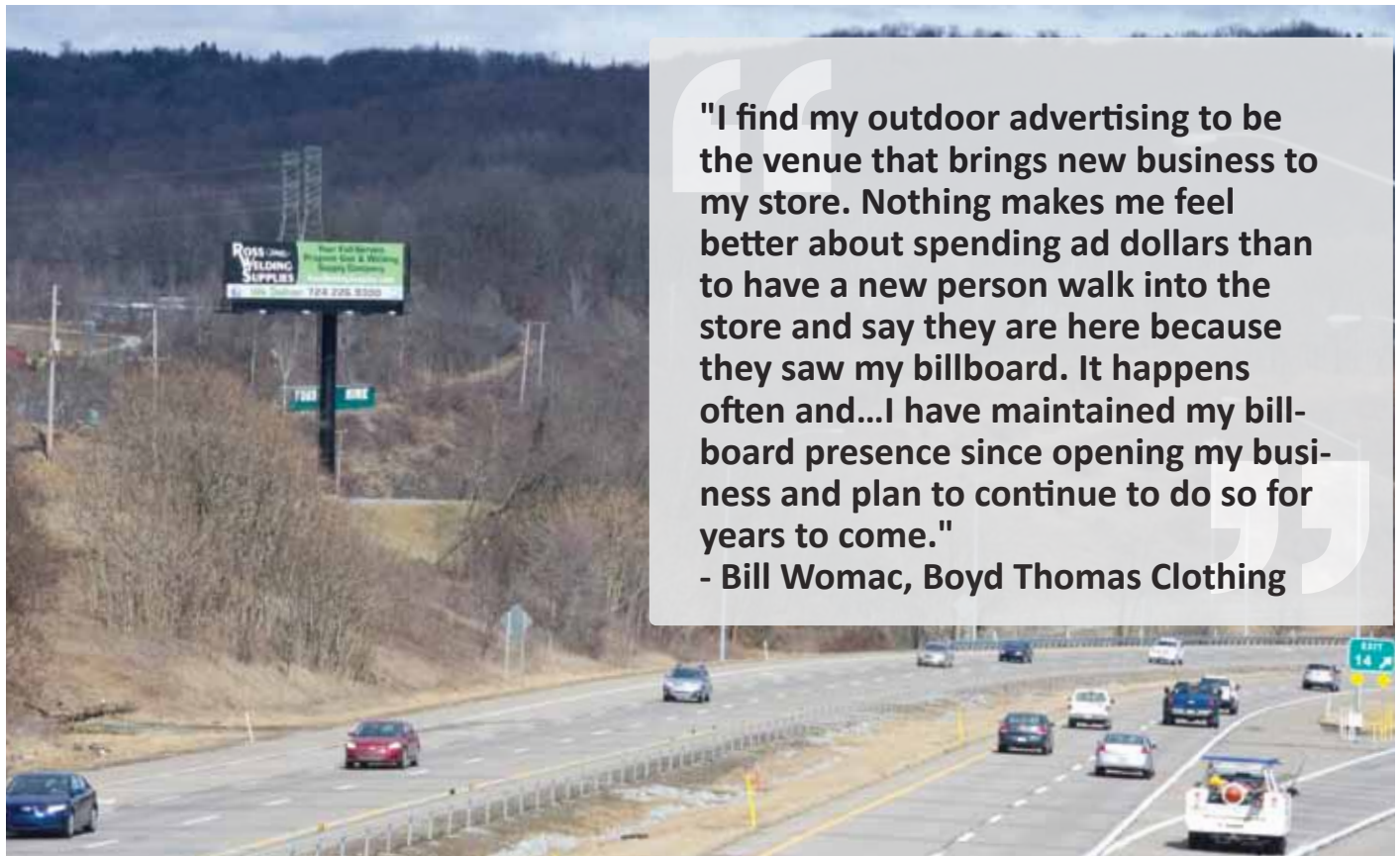


### Stand Out

Out-of-Home advertising is on 24/7/365. It is the only medium capable of delivering a captive audience at the perfect time in the buying cycle. Out-of-Home allows you to speak directly to your target audience, so you won't waste a single dollar of your advertising budget. Place your message where customers can't turn the page, switch stations, close the screen, or change the channel.



"I find my outdoor advertising to be the venue that brings new business to my store. Nothing makes me feel better about spending ad dollars than to have a new person walk into the store and say they are here because they saw my billboard. It happens often and...I have maintained my billboard presence since opening my business and plan to continue to do so for years to come."

- Bill Womac, Boyd Thomas Clothing

### OOH Reaches Your Customers

*Our measurement systems will help us choose the right panels from our inventory to reach your target audience. Out-of-Home is an ideal medium for reaching your customers because...*

# 57%

**of shoppers commute to work each day.**

28% of them commute 40 or more minutes each day.

# 53%

**of shoppers are not reached by newspaper ads.**

52% of these shoppers who subscribe to cable also own a DVR.

# 30%

**of shoppers travel 200+ miles per week.**

People who drive more frequently see more billboards.

Sources: Scarborough USA Plus Release 1 2014