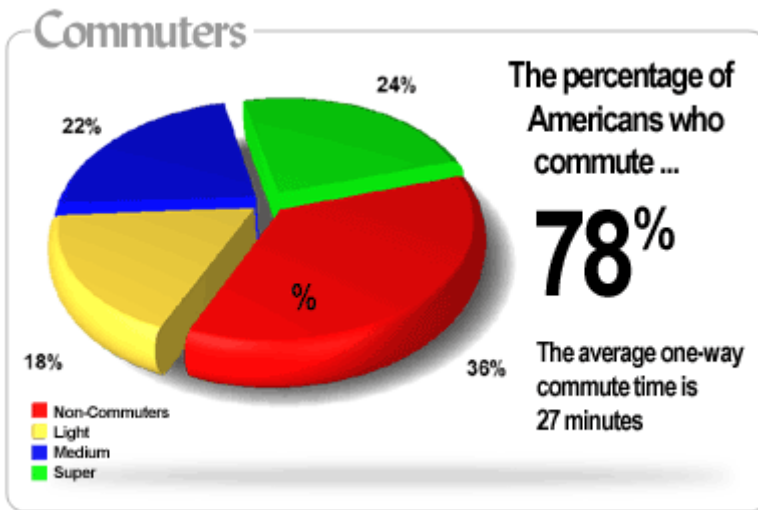




All forms of media bring to advertisers specific strengths as well as inherent shortcomings. The key to successful advertising is to accurately determine the best medium or combination of media to accomplish your sales and marketing objectives, starting with a clear understanding of the positive and negative attributes of each media option under consideration. This profile has been prepared to demonstrate the characteristics of Outdoor as a stand-alone media choice or as part of a Outdoor / Radio media mix.



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### Quick Facts

At least seven out of 10 outdoor ads promote local businesses, with the proportion of local advertising being even greater in non-urban areas. (*Outdoor Advertising Association of America, 2006*)

Billboards are credited with 62% of outdoor ad revenue in 2005. (*Outdoor Advertising Association of America, 2006*)

The top 10 outdoor customers of 2005 were: 1. McDonald's Restaurants; 2. Cingular Wireless Service; 3. Verizon Long Distance Business & Residential Service; 4. General Motors Corporation (various auto and truck dealers); 5. Anheuser-Busch (various beers); 6. Nextel Wireless Services; 7. Warner Brothers (various movies); 8. Coca-Cola (various soft drinks); 9. Verizon Wireless Service; 10. Miller Brewing (various beers). (*Outdoor Advertising Association of America, 2006*)

### Advantages

**Attention Grabbing:** The combination of size, color and illumination attracts attention.

**Low Cost:** Outdoor's cost-per-thousand is significantly lower than that of any other advertising medium – in some cases by a factor of 10 or even 20.

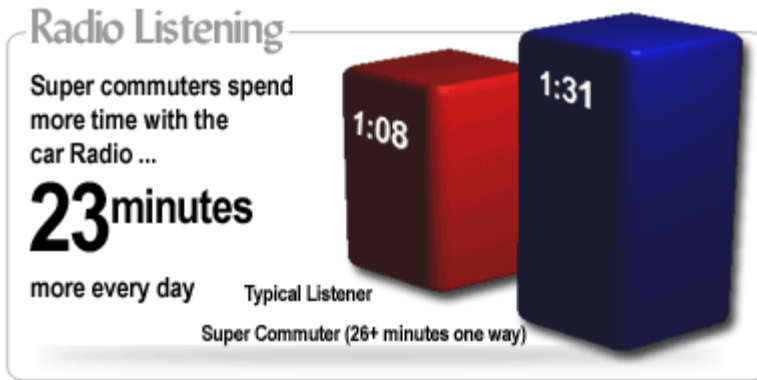
**Full-Time Audience:** Outdoor's message can appear year-round. For additional fees, outdoor advertisers can purchase evening lighting – or in some cases, even 24-hour illumination.

### Disadvantages

**Brevity:** The very nature of outdoor advertising demands that the commercial message be brief and relatively simple. Therefore, it is difficult to communicate product details, competitive advantages, and specific consumer benefits. Billboard companies generally recommend no more than seven words on a billboard, or people speeding by will not have time to read the message.

**Low Recall:** Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit message impact and recall.

**Inflexible:** Once a message is up, it generally stays up through the duration of the contract, even if the



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advertiser's needs have changed. In addition, printing a new message is expensive, possibly taking weeks to produce and days or weeks to have it displayed.

### Plus Radio

**Power of Sound:** To be effective, billboard messages must be brief. That's where Radio can help. Use Radio to enhance and expand on the message displayed in your billboard showing.

**Recall:** Radio blankets the market. Your outdoor message can be seen only where it is displayed, but Radio allows your message to travel with your customers wherever they go – at home or at the office as well as in the car. By combining Radio with outdoor, you can build your message's range and frequency – and reach more of your customers more often building recall.

**Flexible:** Radio gives you the option to easily make copy changes. Use Outdoor for image, and Radio for timely information. A billboard can grab your customers' attention; Radio can give them the details. By combining these two complementary marketing forces, Radio can deliver all the information on your products and services your customers need in order to make intelligent purchasing decisions.

**Bad weather and adverse traffic conditions:** Both are known to decrease outdoor ad exposure, but Radio listening actually increases under these circumstances. American consumers depend on their car Radios for weather and traffic reports, so billboards and Radio make an effective drive-time combination.

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