

WHY OUTDOOR ADVERTISING?

Suppose you had an opportunity to talk to 20,000 potential customers, and you had 7 seconds to tell them why they should buy your product or service.

What would you tell them?
Would it be about price, or quality, or service?
Perhaps location? Maybe about value?

How many persons do you think you could persuade?
1%? 10%? 50%?

What would it cost to assemble that many people?
\$1000? \$2000? \$5000?

Obviously, the likelihood of arranging this is practically impossible.
There's simply not enough hours
in the day to talk to that many people individually.
And the cost to make that happen would be astronomical.

But, what would it mean to you to
reach that many people...and everyday?
At a price that makes sense.

You can - by using billboards.

carteroutdoor.com

**BILLBOARD ADVERTISING IS
ONE OF THE MOST EFFECTIVE WAYS TO ADVERTISE YOUR
PRODUCTS OR SERVICES TO THE COMMUNITY.**

And billboard advertising is the choice for today's rapid pace society. With people being on the go, in such a hurry, the ability to capture viewer attention for an extended period is increasingly difficult. Today's consumer is more sophisticated, savvy and skeptical. That's why billboards are so effective.

**BRIEF, TO THE POINT ADVERTISING
THAT GETS TO THE ESSENCE OF YOUR OFFERING.**

With billboards, you're not trying to entertain...you're selling!

In today's rapid pace society, a 7 second delivery of an advertisement, fully seen and understood, is becoming a luxury.

With billboards, that's expected, and delivered!