



WHY DIGITAL?



I want...

DIGITAL BILLBOARDS have coverage

High Impact and consumer impressions.

Over 24 hrs your message will be broadcast up to thousands of times on some of Los Angeles' premiere billboard locations.

Creative flexibility and day to day changes on the fly.

Change your message in 24 hours, start a dialogue with consumers, adapt to a changing event schedule.

No production costs to make changes.

With no printing you save valuable time and money, can make changes more quickly, and tailor your message to what works.

Low cost per impression.

Less expensive per impression than TV, Radio, Magazines and Newspapers.

Ads that consumers can't bypass, turn off, turn the page on or throw away.

Consumers cannot turn the media off, change the channel, turn the page, or throw it away- You control the space.



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LOCATIONS

LA's digital billboards are strategically situated in the highest traffic congestion areas.....LA freeways.

According to Census estimates, 87% of Southern California residents use an automobile for their daily commute.

Our billboards are everywhere a marketer wants them to be. ON THE FREEWAYS.....

Want to reach LA's consumers?
The freeway is your prime choice for many reasons.

TRUSTED PUBLIC OPINIONS



The ability to change messages on a dime has cracked open new outdoor advertising categories and allowed existing outdoor advertisers to incorporate more of their media plan into outdoor.

- Abbey Kloassen, Advertising Age



With changeable billboards, advertisers will have more control over their messages and their timing.

- Business Week



The ability to display a targeted message at different times of the day makes them particularly compelling.

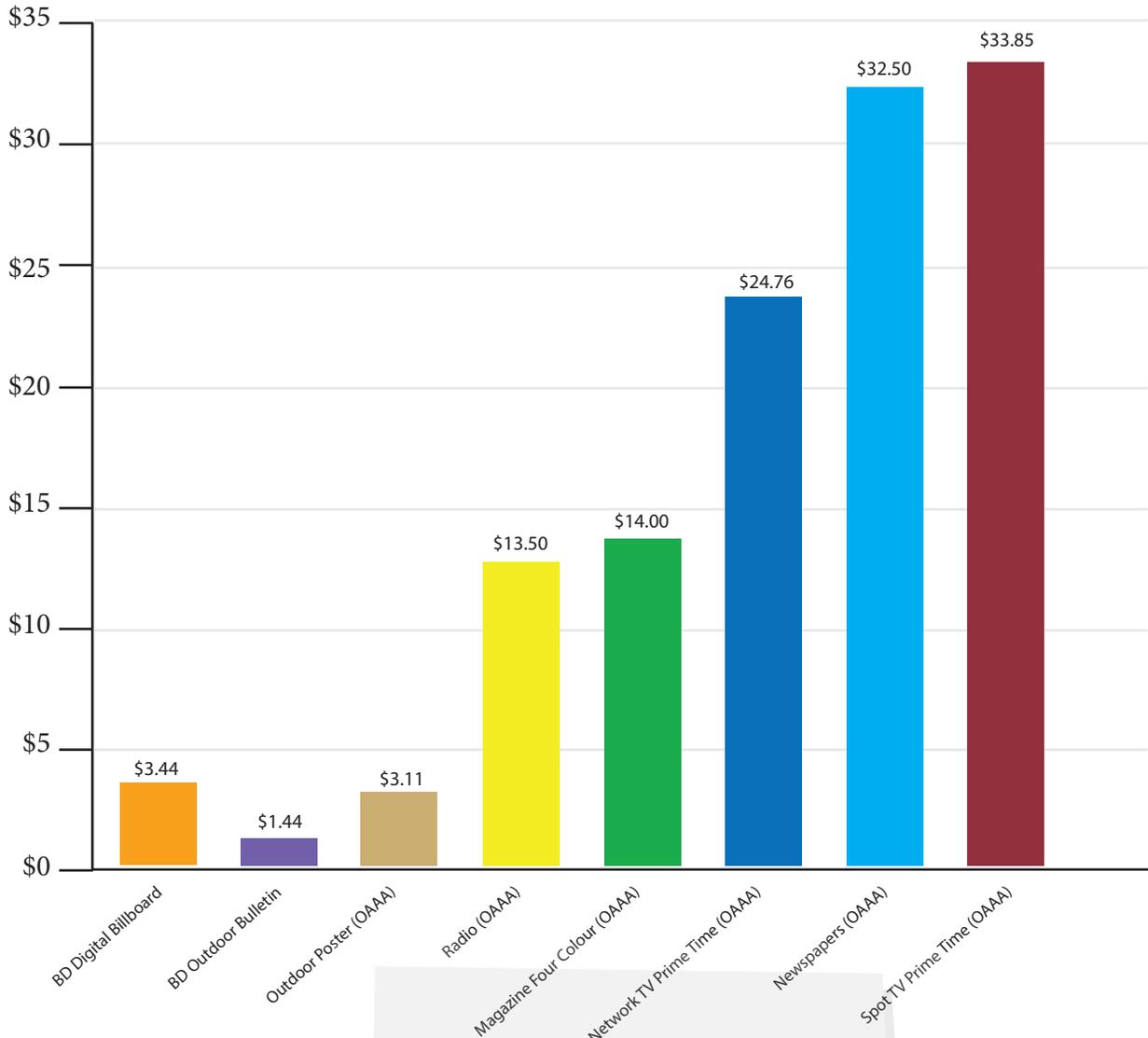
- Time Magazine



WHY DIGITAL?

COST EFFICIENCY

Bulletin Displays CPM (Cost per Thousand) compared to market rate



Sources: Bulletin Displays, Peter J. Solomon Company via OAAA
OAAA estimates as of June 2015 median values