

# BillboardConnection

Your One Source for Outdoor Advertising

**Billboard Connection** will help deliver your message through the use of outdoor media anywhere in the U.S., whether it's through billboards, poster showings, taxi tops, buses or one of the other forms of outdoor media. You will get the lowest cost per thousand impressions when you go outdoor!

Billboard Connection acts like your travel agent in that we can book business with any of the outdoor companies large and small in order to get you the best value. We handle your design, the production and all of the details for you. And just like your travel agent we simply receive a small discount from the outdoor companies as our compensation. So it costs you nothing to have professionals on your side!

Quality service is number one! We will bring to you the highest quality service available to insure you the easiest way to handle your outdoor advertising. We provide detailed analysis of an area's available billboards, gathering data about location, visibility, traffic, and pricing.

Covering the country - making it easy for you to bring your outdoor message to millions of potential customers in your area. Or as you increase your market area we can continue to serve you. In fact, no matter how many markets you grow into we will continue doing the leg work and much more allowing you to focus on the more important things, like your business. We will provide all the advantages to you, including consolidated monthly billing and you only have one company to deal with... Billboard Connection.®

"We are virtually everywhere."

## Alabama

Anniston  
Birmingham  
Dothan  
Huntsville  
Mobile  
Montgomery  
Tuscaloosa

## Alaska

Anchorage  
Fair Banks

## Arizona

El Dorado  
Phoenix  
Tucson

## Arkansas

Little Rock  
Pine Bluff

## California

Bakersfield  
Cloverdale  
Fresno  
Los Angeles  
Monterey  
Napa  
Oakland  
Palm Springs  
Sacramento  
San Diego  
San Francisco  
San Jose  
Santa Barbara  
Santa Maria

## Colorado

Colorado Springs  
Denver  
Grand Junction  
Pueblo

## Connecticut

Hartford  
New Haven

## Delaware

## DC

Washington, DC

## Florida

Daytona Beach  
Ft. Lauderdale  
Ft. Myers  
Gainesville  
Jacksonville  
Miami  
Naples  
Orlando  
Panama City  
Pensacola  
St. Petersburg  
Sarasota  
Tallahassee  
Tampa  
West Palm Beach

## Georgia

Atlanta  
Augusta  
Columbus  
Macon  
Savannah

## Hawaii

Honolulu

## Idaho

Boise  
Idaho Falls  
Twin Falls

## Illinois

Chicago  
Champaign  
Peoria  
Rockford  
Springfield

## Indiana

Elkhart  
Evansville  
Fort Wayne  
Indianapolis  
Lafayette  
Terre Haute

## Iowa

Cedar Rapids  
Des Moines  
Dubuque  
Ottumwa  
Sioux City  
Waterloo

## Kansas

Kansas City  
Topeka  
Wichita

## Kentucky

Kentucky  
Bowling Green  
Lexington  
Louisville

## Louisiana

Baton Rouge  
Lafayette  
Lake Charles  
New Orleans  
Shreveport

## Maine

Bangor  
Portland

## Maryland

Baltimore  
Cumberland  
Salisbury

## Massachusetts

Boston  
Holyoke  
Springfield

## Michigan

Ann Arbor  
Bay City  
Detroit  
Flint  
Grand Rapids  
Kalamazoo  
Lansing

## Minnesota

Duluth  
Minneapolis  
St. Paul

## Mississippi

Biloxi  
Columbus  
Greenville  
Gulfport  
Jackson  
Tupelo

## Missouri

Jefferson City  
Kansas City  
St. Joseph  
St. Louis  
Springfield

## Montana

Billings  
Great Falls  
Helena

## Nebraska

Hastings  
Lincoln  
Omaha

## Nevada

Las Vegas  
Reno

## New Hampshire

Manchester  
Nashua

## New Jersey

Bergen County  
Essex County  
Hudson County  
Middlesex County  
Oceans County  
Somerset County  
Sussex County

## New Mexico

Albuquerque  
Santa Fe

## New York

Albany  
Buffalo  
New York City  
Rochester  
Syracuse

## North Carolina

Charlotte  
Durham  
Greensboro  
High Point  
Raleigh  
Salem  
Winston

## Ohio

Cincinnati  
Cleveland  
Columbus  
Dayton  
Toledo  
Youngstown

## Oklahoma

Lawton  
Oklahoma City  
Tulsa

## Oregon

Albany  
Corvallis  
Portland

## Pennsylvania

Altoona  
Erie  
Harrisburg  
Lebanon  
Philadelphia  
Pittsburg  
Scranton  
York

## Rhode Island

New Bedford  
Providence

## South Carolina

Charleston  
Columbia  
Florence  
Myrtle Beach

## South Dakota

Rapid City  
Sioux Falls

## Tennessee

Chattanooga  
Knoxville  
Memphis  
Nashville

## Texas

Amarillo  
Austin  
Corpus Christi  
Dallas  
El Paso  
Fort Worth  
Houston  
Laredo  
Sweetwater  
Waco  
Wichita Falls

## Utah

Salt Lake City

## Vermont

Burlington

## Virginia

Charlottesville  
Newport News  
Norfolk  
Richmond  
Roanoke

## Washington

Seattle  
Spokane  
Tacoma  
Wenatchee

## West Virginia

Beckley  
Bridgeport  
Charleston  
Clarksburg  
Huntington  
Wheeling

## Wisconsin

Green Bay  
La Crosse  
Madison  
Milwaukee  
Superior

## Wyoming

Casper  
Cheyenne  
Riverton

## Canada

Alberta  
British Columbia  
Manitoba  
New Brunswick  
Newfoundland  
Nova Scotia  
Prince Edward Island  
Quebec  
Saskatchewan

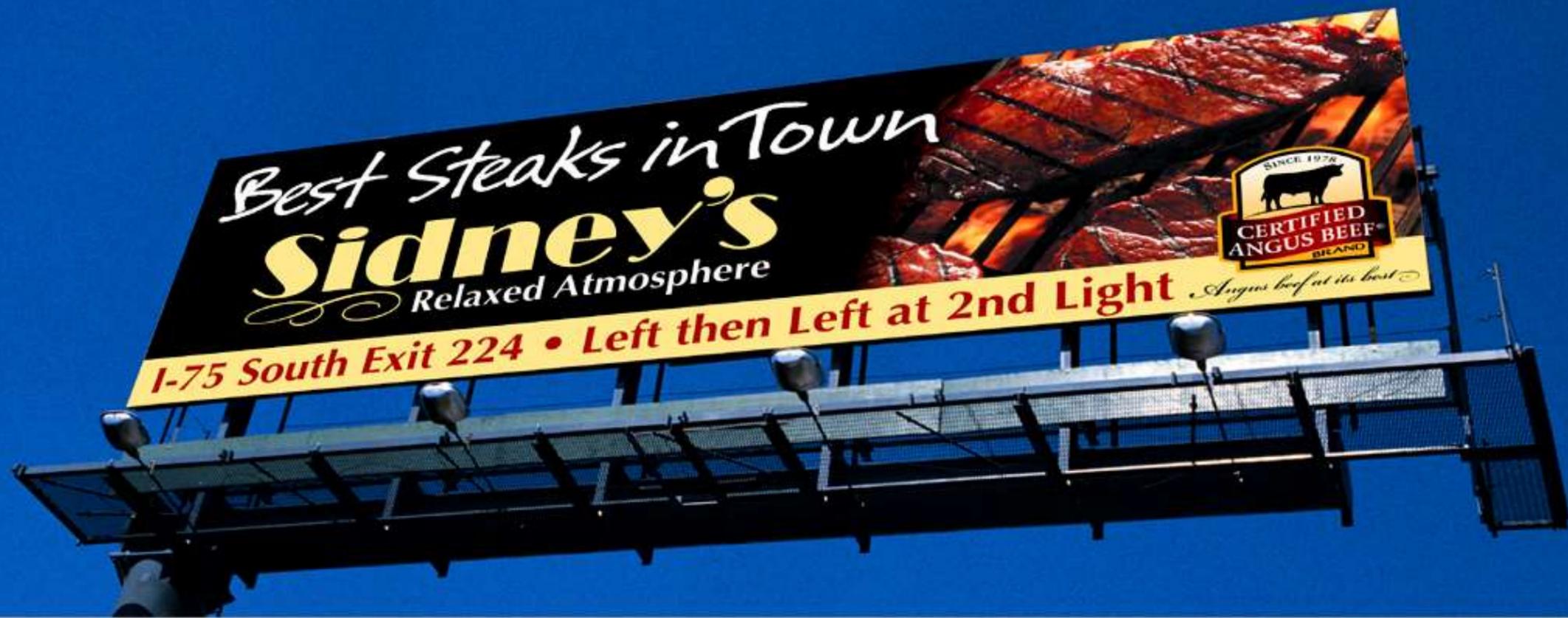
## Europe

Finland  
France  
Italy  
Netherlands  
Northern Ireland  
Spain  
United Kingdom

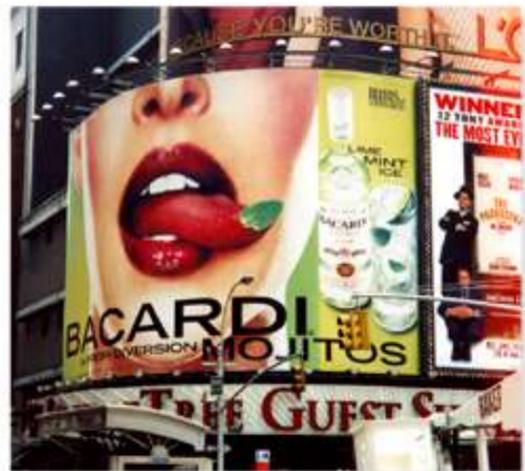
## Mexico

Worldwide Exposure

All Billboards - Everywhere!



# Increase Sales



*Fast direct response  
will make your cash  
register ring!*



### Billboards

Your advertising message cannot be turned off or thrown away unopened. Billboards are often used very successfully for long term advertising campaigns because of their high impact, and broad reach! Situated on high traffic surface roads and interstates, your advertising message reaches more people for your money than any other type of media! They are also used to build name awareness, direct response, and raising your company's image. Many companies once they have tried billboards as part of their advertising program keep billboards in their mix and often increase the amount of outdoor they use year after year!



### Rotating Program

These billboards move every two months to different surface road or interstate locations allowing your message to be seen by entirely different groups of people. The billboards don't actually move, they rotate your advertisement to a different billboard.

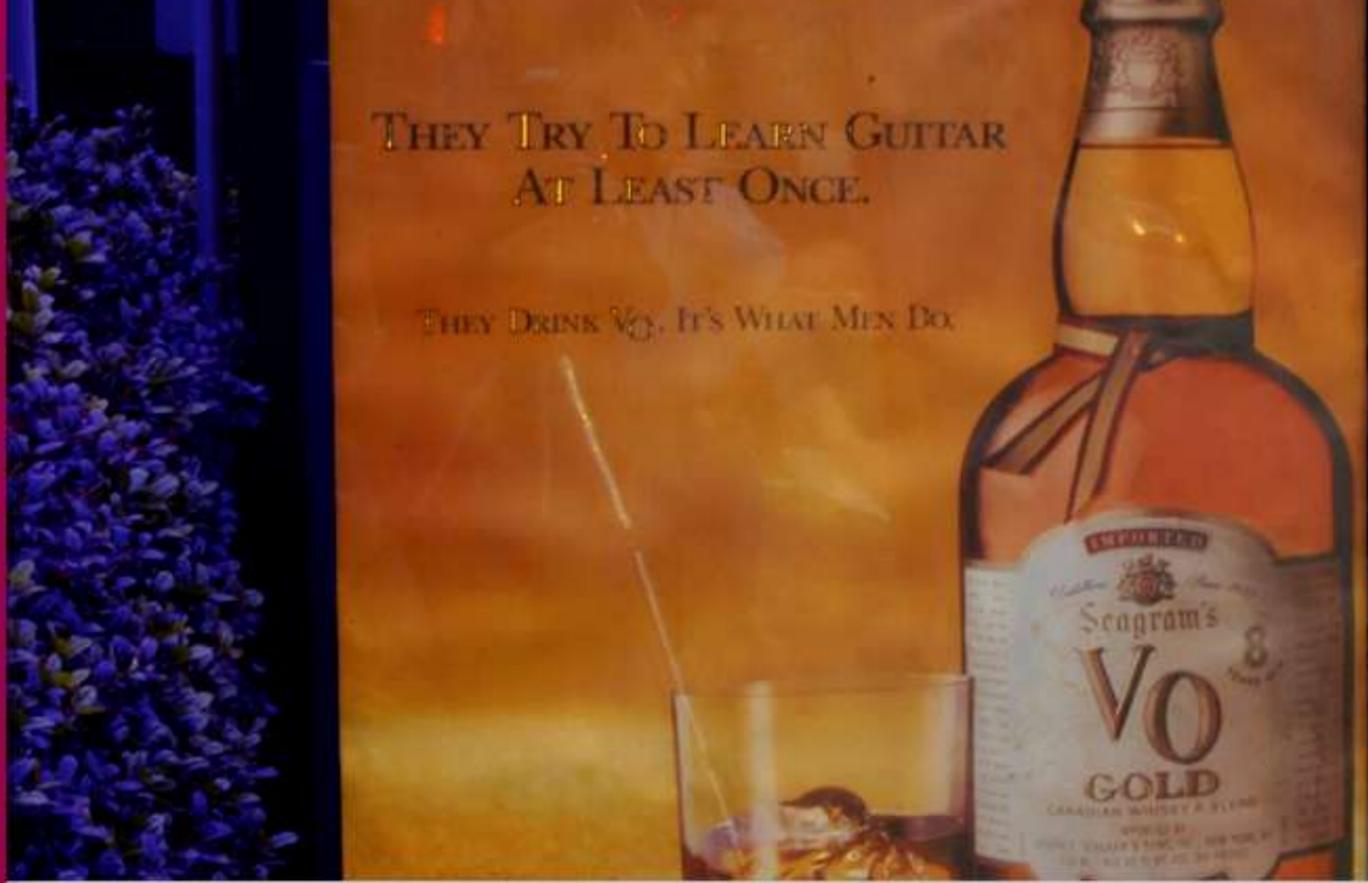


### Permanent Billboard

You can place a billboard on an interstate or surface road that is geographically located so year round customers will see your advertising message. This is wonderful when you want exposure to the same group of people, or when using the billboard for directional purposes. Either way billboards can make it happen for you!



*Be Bigger than Life!*



BillboardConnection  
Your One Source for Outdoor Advertising

# Get Noticed Where People Work & Play



*You are sure to make an impression with both pedestrian & vehicle traffic!*



### Poster Showings & Bus Shelters

Poster size billboards and bus shelters are often used for promotions, specials and new product launches. These are also used very successfully for long term advertising campaigns because of their inexpensive price, high impact and broad reach! Many times these are located where traditional billboards are not.



### Presence

With the cost of this type advertising being so inexpensive, you can have many making it look as though you are everywhere. And gaining the advantages that your message being seen by different groups of people will bring. So whether you have one or one hundred, you are sure to get high visibility at the lowest cost!



Be Bigger than Life!



BillboardConnection.  
Your One Source for Outdoor Advertising

# Moving Billboards



*These 'Moving Billboards' turn heads and make lasting impressions!*



### Transit Buses & Taxis

This type of outdoor advertising is wonderful for new product launches, specials events or promotions. They move right where people work and play.



You can advertise on a small or large number getting your message noticed by as much as 90% of your market!



With so many choices we can help design the correct number and size ads on these for your needs. You can do bus kings or queens which run down the sides of the buses all the way to wrapping the entire thing! You can also wrap the entire taxi or just advertise on the taxi top.



The possibilities are endless! How can you use millions of people seeing your advertisement?

*Be Bigger than Life!*



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Your One Source for Outdoor Advertising

# Where People Are Living Life



*Specialty Media takes your  
advertising message right to  
where people are living life!*



### Mall Kiosks

Mall consumers in the process of making buying decisions are ready to be influenced!



### Sports Stadium

The sports stadium is packed for the big game! Before the game, during the game, at half time your ad will be seen over and over making a lasting impression!



### College Campus

The college student is ready to try new brands and make other choices that will stay with them for the rest of their lives. What a receptive audience for your message!



### Movie Theatres

Consumers 18-49 with high disposable income and active lifestyles. If you want to reach them, go to the movies! The attention of up to 75 MILLION moviegoers every month. No distractions. No flipping channels or changing stations. Delivering recall more than 4 times higher than television. It's no wonder leading marketers are including Cinema Media in their media plans.

Be Bigger than Life!



# Millions of Commuters



*The busy commuter always has to hurry up and wait! While waiting, millions of commuters a day can see your advertising message.*



### Rail & Subway

The rail systems and subways are packed full of people on their way to work and play! And Shop!!! What better time to influence their buying decision than while they are in route to the stores!



### Airport Dioramas

The airline customer usually is in the market for and has a higher disposable income for more toys, electronic and otherwise! They enjoy looking their best and are always interested in better products, savings, investments and relaxation! Getting your advertising message in front of this group can really increase your sales!



Be Bigger than Life!