

DIGITAL GIVES PAPER A NEW FRONT PAGE

MARKET | PITTSBURGH, PA
DIGITAL CLIENT | Pittsburgh Post-Gazette®

THE CHALLENGE:

- How does a one hundred year old daily newspaper losing circulation reinvent itself into an exciting can't-wait-to-read publication?
- What could Lamar bring to the table to help?

THE SOLUTION:

Create urgency and bring the printed page into the 21st Century through the use of Lamar Pittsburgh's Digital Display Network. The Post-Gazette teases 6 of the hottest news stories each day with headlines and tagging them either "Read more in tomorrow's Post-Gazette" or "Read more in today's Post-Gazette". These are day-parted from 6 AM to 2 PM and 2 PM to Mid-night. Six different branding messages run from Mid-night to 6 AM.

This is the kind of campaign that is perfect for our Digital Display Network and a win win for The Pittsburgh Post-Gazette.

LAMAR DIGITAL DISPLAYS
www.lamar.com

RESULTS:

The Pittsburgh Post-Gazette absolutely loves what our Digital Display Network is doing for them. Not only is it creating a new base of potential readers; it also is reinforcing their BRAND in ways and in amounts of daily exposure they never dreamed of before. This advertiser tried our Digital Display Network for one month last November. Based on their success during that month they re-upped and signed on for the entire 12 months of 2007. That is an investment of \$366,000! That represents a whopping 600% increase over what they spent in outdoor in all of 2006

Pittsburgh Post-Gazette

Two former
Steelers die

MORE IN TODAY'S POST-GAZETTE

Pittsburgh Post-Gazette

Buffett tickets
go on sale Monday

MORE IN TOMORROW'S POST-GAZETTE

Pittsburgh Post-Gazette



The stories that touch our lives™



Digital Display