

SO YOU WANT TO HELP PEOPLE WITH THEIR INDOOR FURNISHINGS?

GO DIGITAL!

54%
OF FURNITURE BUYERS
DID NOT PICK UP
A NEWSPAPER YESTERDAY*



THE FACE OF ADVERTISING IS CHANGING.
The Lamar Digital Display offers you flexibility, exposure and repetition.

FLEXIBILITY | Flexibility to say what you want, when you want. For the first time, the customer is in COMPLETE CONTROL of their advertising. Customers have the ability to upload and schedule new creative at will. No limits.

1 OUT OF 4 FURNITURE BUYERS ARE MORE HEAVILY EXPOSED TO OUTDOOR THAN ANY OTHER MEDIUM



EXPOSURE & REPETITION
Your message is out to the public 24 hours a day and with 2,220 spots per day, consumers are guaranteed to see your message over and over again.

59%
OF AMERICANS TRAVEL BY CAR EVERYDAY



36%
OF FURNITURE BUYERS PLAN ON SPENDING AT LEAST 40 MINUTES COMMUTING TO AND FROM WORK DAILY



WHY OUTDOOR?
The Arbitron National in-car study shows that 29% of consumers who see a sale advertised out of home will visit that store within the week. And that's just in an average economy; consumers now are looking for bargains more than ever.

TESTIMONIALS

"The billboards not only look fabulous, but they have provided the service that was hoped for. We now have customers from "across town" calling with inquiries because they saw our billboard off of Platte Street." - **Legend Antiques, Inc.**

"We have noticed more telephone calls asking for directions since the billboard has been in place!" - **Ethan Allen**

*statistics provided by Scarborough, 2008.

