

# SO YOU WANT TO BOOK A CROWD FOR YOUR EXTRAVAGANZA?

# SHOWTIME YOUR MESSAGE!

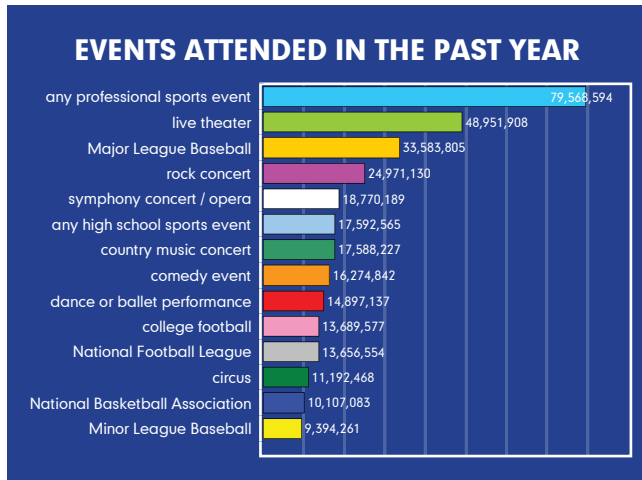
OUTDOOR REACHES  
**89%**  
 OF ADULTS  
 18 - 34 YEARS OLD\*



**GETTING THE WORD OUT ON SPECIAL EVENTS**  
 Nearly Two of Five Viewers Learned About an Event They Were Interested in Attending From a Digital Billboard

“Now I would like to ask you about some things you learned from seeing digital billboards. Have you ever learned about an event you were interested in?”  
 Thirty-nine percent of travelers who noticed the digital billboards learned about an event that they were interested in attending.  
 Base: Persons 18 yrs or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and noticed the digital billboards.

**25.1%**  
 OF EVENT GOERS WILL  
**TRAVEL 250**  
 MILES OR MORE IN THE  
**NEXT 7 DAYS**



## WHY GO DIGITAL?

With the flexibility and ease of use, Digital Displays allow an advertiser to update their message, daily, hourly, even up-to-minute. Let commuters know your event is in town. The day before your event, you can even do a countdown before the event starts. The possibilities are limited to the imagination. **Go Digital.**

\*statistics provided by Scarborough, 2007. Arbitron 2008

