

## Special Report:

### 10 Questions you MUST ask before leasing billboards and outdoor media

1. **Are you being presented with all of the Out-Of-Home (OOH) media options that are available?** We are an OOH expert. There are well over 90 different outdoor products in the market place today. We have access to every product. From the new large digital billboards to elevator wraps, we can present you with all the options and get your message out using a variety of different products. We can fit any monthly budget into one or more of the large selection of outdoor products.
2. **How do I know if my media company is looking out for my best interest?** The Account Executives (sales people) that work for the media companies can only present you with the locations and products that they own. Your Billboard **Connection** Media Consultant will present you with all of the many different outdoor media products across many different media owners. We represent you, the client, not the media companies, enough said!
3. **Are you being presented with the best locations?** Many media companies will send you what *they* need to sell, not necessarily what is best for you. Make sure you are getting the choices that are best suited for your company's advertising needs.
4. **Do you want a media consultant that will provide you with a complete solution for your outdoor campaign?** Put Billboard **Connection** to work for you with just one phone call. We will provide you with all the outdoor media options that target your audience across multiple vendors and outdoor advertising products. Our expert design team will create a memorable message for your business and we also oversee and manage the printing, installation and removal of your advertisement.

5. **Do you want to know about prime locations before your competitors?** There are thousands of outdoor media companies ranging from large national companies to independent owners who often have below market rates. Our network of Billboard **Connection** offices seek and find these hard to find media owners so that we can offer advertisers more choices.
6. **I have a small ad budget; will I be treated fairly by the media companies?** Small company, small budget, large company, large budget. World-class customer service regardless of your size and budget is what you deserve from your Media Company and what you can expect from Billboard **Connection**. This is our pledge to you.
7. **Is your media company letting you know how to get cool stuff to promote your business for free?** Out of the box thinking is what separates us. Billboard **Connection** goes the extra mile to ensure your advertising dollars are maximized with free mobile billboards, vinyl banners, press releases, discounted rates and more!
8. **Do you want your media company to show you something new, not just push the same type of advertising every time?** New and innovative outdoor media products are entering the market place frequently. Your media company should present these options to you, more choices and out of the box thinking is what you can expect from your Billboard **Connection** Media Consultant. We never charge for our consultation.
9. **Would you rather spend time and money *looking* for the best products and locations or actually *using* the best products and locations?** Use your time wisely; we have the contacts and expertise to manage your outdoor promotion on a local, regional, national or international level. Large or small we do it all, so you don't have to.

10. **How can I maximize my ad dollars?** Through the use of Co-op advertising, media packages, and hot deals, we can stretch your ad dollars and maximize your exposure. Consider signing up to our e-mails newsletter to receive bi-weekly updates and stay on top of the hottest media deals available.

**Billboard Connection** is the one to turn to when it comes to getting your message out using outdoor advertising. We have *your* best interests at heart, *not the media owners or ours!* We will work hard to negotiate the best deals and locations so your ad dollars go further than with any other media company. *We Deliver Results!!!*

Contact **Billboard Connection** today at 800-920-9527 or e-mail us at [billboard@comcast.net](mailto:billboard@comcast.net) one of our expert Media Consultants are ready to assist you.