



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

OUTDOOR IS IN

Reaching Your Audiences in New Ways

Outdoor Advertising is more effective than ever for a variety of reasons:

- People are back out and about. They are spending fewer hours at home, where other traditional media is consumed.
- People are back on the road, spending more time than ever in their cars – daily vehicle trips are back up to pre-pandemic rates which had been on a steady increase for decades. That means more impressions from out of home advertising.
- People are back in the air again. According to TSA checkpoint data, air travel topped pre-pandemic levels over the holidays and month over month are starting to approach 2019 levels. “Out of Home” or OOH advertising includes signage in and around airports where there are travelers with plenty of time to see the message.



Like everything, billboards continue to evolve and advance with technology. Digital billboard locations continue to grow, and standard digital boards around the country as well as large format units like this one in Times Square are managed remotely without the need to send out crews to change creative. There are even outdoor locations powered by wind and sun using wind turbines and solar panels which will save thousands in electric costs.



PSA Communications Advantages

Outdoor public service messages serve a purpose beyond the important messages they communicate. They fill space between paying advertisers for outdoor media companies. That means no blank boards and more selling leverage while still doing a good deed for public service advertisers. According to the Outdoor Advertising Association of America (OAAA), there are nearly half a million traditional and street furniture locations, and approximately 3 million small format transit and place based units nationwide:

- Traditional locations include billboards, digital boards, posters, and wall murals
- Street furniture includes bus shelters, benches, kiosks, newsstands and urban panels
- Transit includes airports, buses, trains, subways and taxis and vehicle wraps
- Place Based locations include arenas/stadiums, cinema, retail locations like grocery stores, pharmacies, and malls

A society constantly in motion, more available locations, and the power of outdoor to convey a compelling message, are all trends that have contributed to the success of outdoor.

[Contact us](#) for more information on how we can help your organization with an outdoor PSA campaign. For additional articles on outdoor advertising go to: [Outdoor Articles](#)

