



Outdoor Terms

Bulletins – Large illuminated displays deliver impact in size, placement, color and lighting. Largest standard size out of home format. Situated at the most visible, High density traffic locales.

8 Sheet Poster – In metropolitan neighborhoods or near point of sale, Eight sheets often reach hard to-get audiences that are only infrequently exposed to other print media. 5 feet tall x 11 feet wide.

30 Sheet Poster – These are the most common type of poster. Strategically placed 30-sheet posters deliver advertising impressions throughout a market, not only to residents, but also to commuting traffic. 10.5 feet tall x 22.8 feet wide

Spectaculars - Large, elaborate, non-standard structures that are custom designed for maximum attention and is positioned at key locations in a market having mass consumer exposure (e.g. Times Square, Sunset Blvd)

Wallscapes – Large murals

Transit Shelter Panels – These structures display 2-sided (back to back and backlit). They provide both automotive and pedestrian exposure along with prescribed routes, offering general market coverage.

Bus Benches – Posters or signs displayed on the backs of bus benches

Mall Displays – Large posters located throughout malls.

In Store Displays – Signage or displays located throughout stores promoting the product.

Sidewalk Displays – Artwork displayed on sidewalks as you walk.

Wrapped Busses – Busses that are wrapped in product advertising.

Subway Panels – Reaches the largest mass transit audience in the country. 3.5 million people each and every day.

Bus Panels – Banners or posters displayed on the sides of buses.

Commuter Rail Panels – Posters placed on panels along the tracks of railroads.

Mobile Billboards – Banners placed on vehicles

Taxis – Displays posted on top of taxi's or inside the vehicle.

Sports Advertising – Banners, posters, or sponsorships of professional sports organizations.

Digital Billboards – Bulletins displayed in digital format, often changes to maximize billboard revenue.