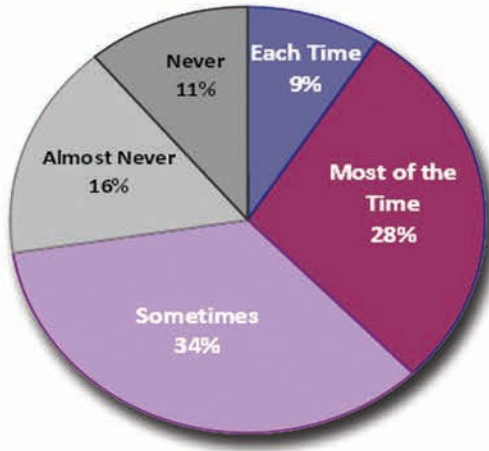


"How often do you notice the advertising messages on roadside billboards?"



High Audience Potential



Additionally, the study also found that the average American spends nearly 20 hours in their car per week and travel more than 200 miles. This means the potential to reach new audiences is extremely high with in-car based advertising.

How much traffic is there and how often will my ad be seen?



Your ad is shown 46,640 times every four weeks totaling approximately 425,000 impressions per month. On average 11,000 cars per day (308,000 per month) pass by, with an average of 1.38 occupants per vehicle thus increasing your total views.



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ADVERTISING



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Why should I advertise on a digital billboard?

Cost Effective:



Static boards require printing and hanging skilled laborers thus a digital option is usually less expensive. It can be changed easily throughout your ad campaign thus maximizing the best bang for your buck.

Easy Updates:



Since there is no printing involved digital ads are much easier to update and can be changed to reflect upcoming deals and specials or to replace any details that may have changed, such as a phone number or location in real time.

More Noticeable:



Since digital boards are lit by bright LEDs they are brighter and more noticeable from a distance. Another huge advantage to digital boards is the capability of capturing a potential client's attention, especially at night. While printed boards are tougher to see at night, an LED board shines at maximum potential. They are best viewed and eye-catching at night and just as easy to see during the day.

Attention Grabbing



It has been proven that movement, or the sense of motion, catches the eye. An advertisement changing on a digital board, while not technically in motion, draws and maintains a person's attention much better than a static billboard.



Spotlight on Digital Billboards

“One specific type of billboard is called a digital billboard. These digital roadside billboards repeatedly change advertising messages electronically every five ten seconds.

Have you noticed any digital billboards...

...in the past month”

55% of travelers | 61% of regular billboard viewers

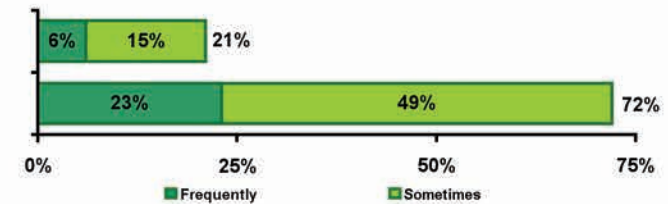
...in the past week”

32% of travelers | 38% of regular billboard viewers

According to the most recent findings from the Arbitron National In-Car Study, which determines the effectiveness of advertisements aimed at vehicle occupants, billboards get results.

71% of travelers notice advertising messages on billboards; nearly one in 10 notice the advertising message each time they see a billboard. Billboard viewers recall seeing stores and restaurants they later visited, radio and TV programs they were interested in, events they wanted to attend or something funny they shared with friends later that day.

How often do you go shopping?



Nearly **75%** of billboard viewers **shop on their way home from work**; more than **66%** make their shopping decisions while in the car and more than **33%** make the decision to stop at the store while on their way home - all times when billboard advertising has the opportunity to be influential.

Nearly **25%** of billboard viewers say they **were motivated to visit a particular store that day** because of an outdoor ad message and nearly **33%** visited a retailer they saw on a billboard **later that week** and **25%** said they **immediately visited a business** because of an outdoor ad message.