

# DIGITAL OUTDOOR

VITAL OUTDOOR ADVERTISING

“WITH  
IPODS,

TIVOS AND SATELLITE RADIO,  
IT'S BECOMING EASIER TO AVOID ADVERTISING.

BUT THERE'S ONE PLACE THAT PROVIDES A  
CAPTIVE AUDIENCE: AMERICA'S

HIGHWAYS.”



TAKE PART OF THE DIGITAL MOVEMENT WITH LED ADVERTISING  
ON OKLAHOMA CITY'S MOST TRAVELED HIGHWAY!

## VITAL INFORMATION:

The once-lowly, roadside message center, with its new powerhouse programming technologies, is being embraced as a new medium. A well-placed, properly sized and effectively programmed display can deliver advertising messages to a potent audience while that audience can immediately act. Because the messages are frequently changed and are displayed in illuminated color, the awareness level and readership are “off the charts,” to quote one Madison Avenue executive.

## FLEXIBILITY IN ADVERTISING:

The boards offer previously unheard of flexibility. Where it might take a week to change a traditional billboard, its digital cousin can be reprogrammed in minutes from a computer keyboard.

## BENEFITS:

- Maximum distribution, circulation and visibility.
- Immediate reaction to market conditions.
- Endless creative flexibility.
- State-of-the-art technology.
- Large, recognizable Bulletin format: H 14' x W 48'
- 24-Hour operation.

## EXPOSURE:

- Our Digital Billboard will run 8 advertisements at 8-seconds per spot in a 24-hour rotation.
- Over the course of a day, each advertisers design will be displayed **numerous times**.
- Millions of weekly impressions.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

**RYAN McCLURE, OPERATIONS MANAGER**  
RYAN@VITALOUTDOOR.COM

DAILY TRAFFIC COUNT 123,000

DEC 84,870

**WITH LED ADVERTISING, WE ARE  
ABLE TO OFFER DIFFERENT  
PACKAGES TO FIT ANY BUDGET!**

**PACKAGE SPOTS PER DAY**

CORPORATE 1,350

EXECUTIVE 675

(SEE RATE CARD FOR PRICING)

- Advertising on LED Outdoor Billboards are a great value, as it is still less expensive than television or most newspaper ads. These brilliant digital displays offer effective, high impact, targeted, and flexible advertising campaigns. You will make more “impressions” the earlier you advertise, so **reserve your slot TODAY!**