



OUTDOOR ADVERTISING



REACH & FREQUENCY

The consistency delivered by outdoor advertising means a higher percentage of target audience reached & a greater number of exposure opportunities as well.

LOWEST COST


Outdoor advertising guarantees a lower cost-per-thousand (cpm) than any other media. While outdoor cpm's are about one dollar, cpm's for all other forms of media are much higher.

CONTINUOUS MESSAGE

Outdoor advertising provides consistent exposure twenty four hours a day, seven days a week, three hundred sixty five days a year.

FLEXIBILITY

Advances in technology allow for frequent creative changes to all outdoor media formats.

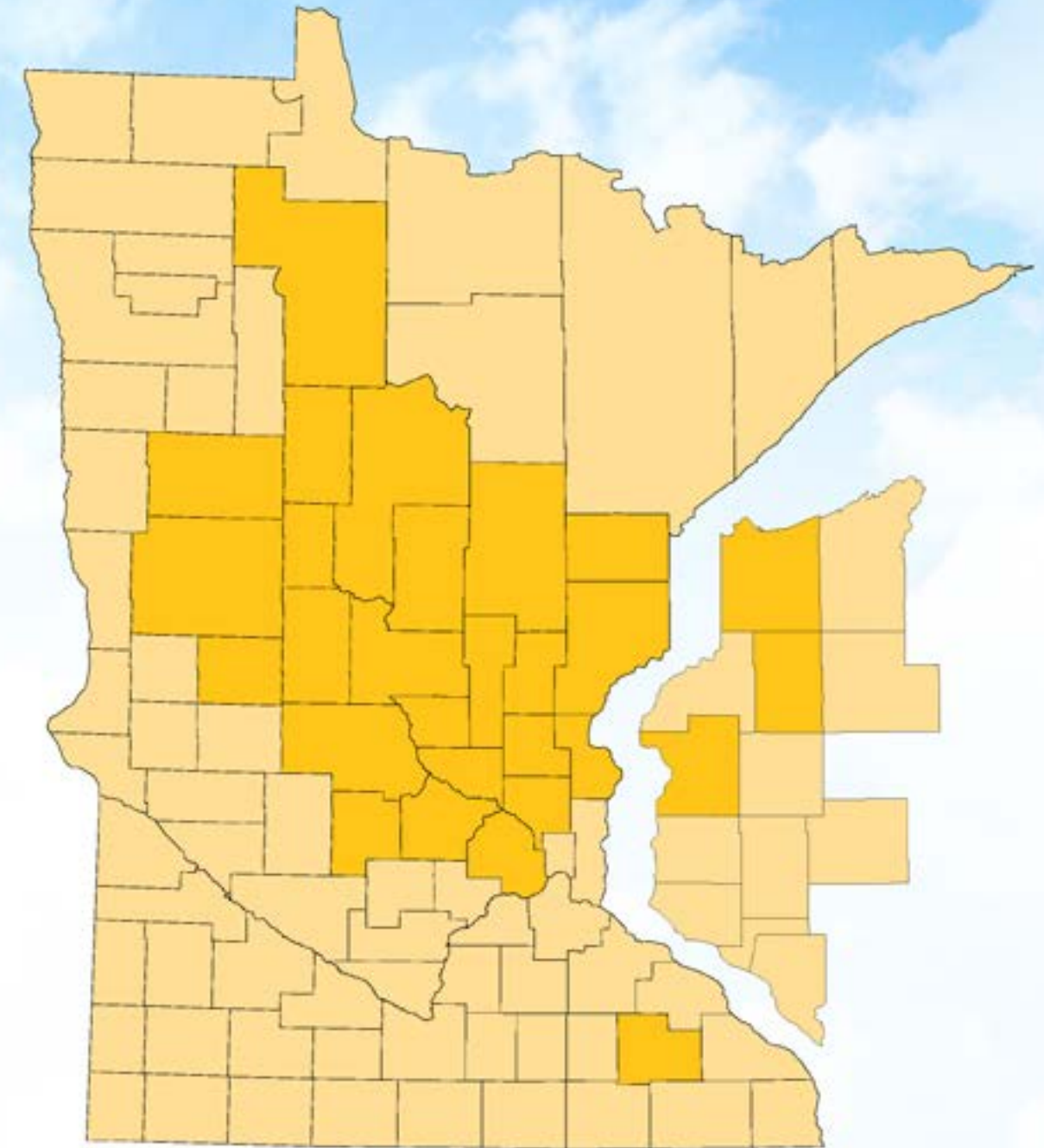
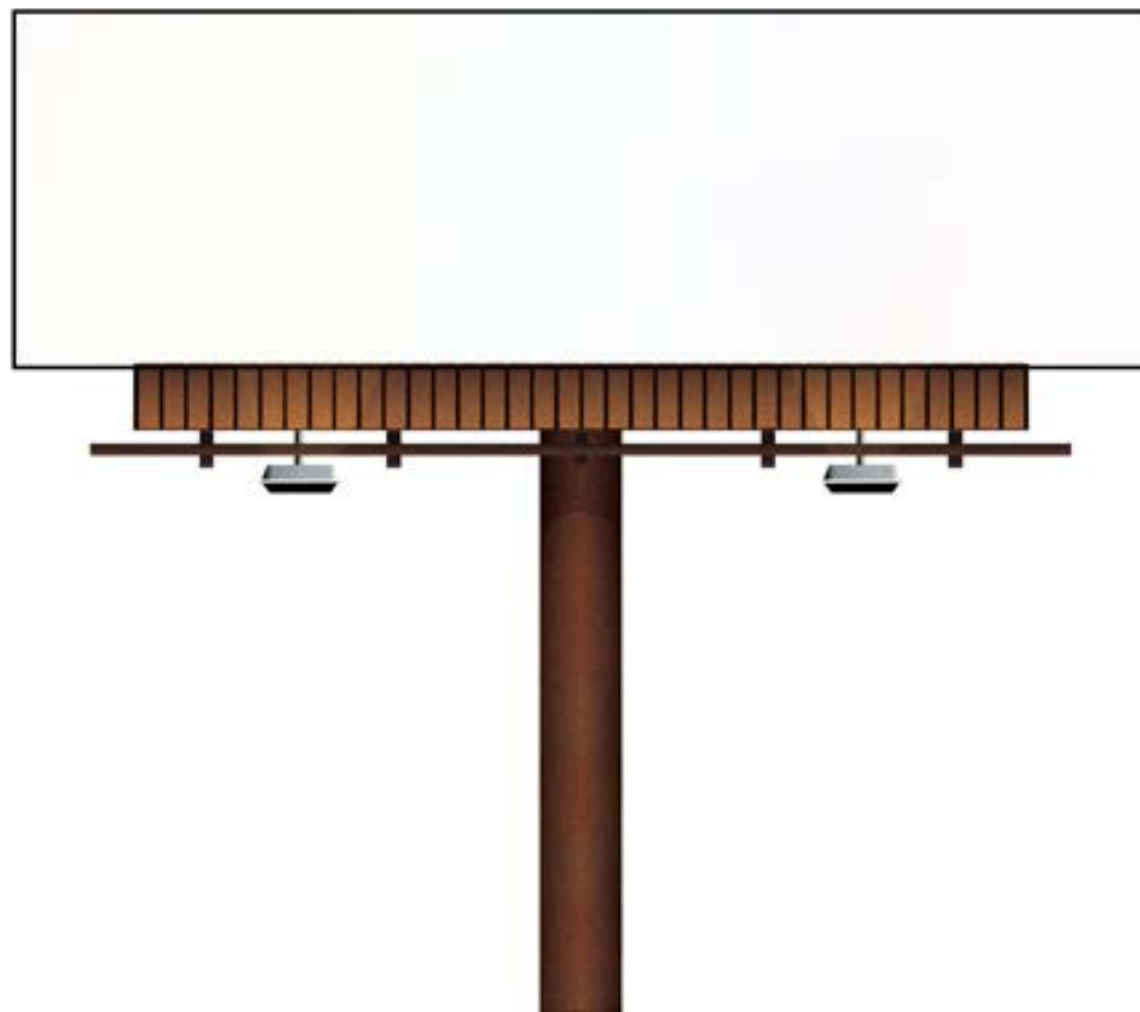


Advertisers create dominance & build an image of success through the long term nature of permanent bulletin programs.

Provide constant exposure within a specific geographic area.

Effective directional copy allows advertisers to sell products & services immediatly to passing motorists.

**VARIETY OF SIZES AVAILABLE
OVER 600 LOCATIONS!**



AITKIN
ANOKA
BECKER
BELTRAMI
BENTON
CARLTON

CASS
CHISAGO
CROW WING
DOUGLAS
HENNEPIN
HUBBARD
ISANTI

KANABEC
MEEKER
MILLE LACS
MORRISON
OLMSTED
OTTER TAIL

PINE
SHERBURNE
STEARNS
TODD
WADENA
WRIGHT

WISCONSIN
DOUGLAS • POLK • WASHBURN

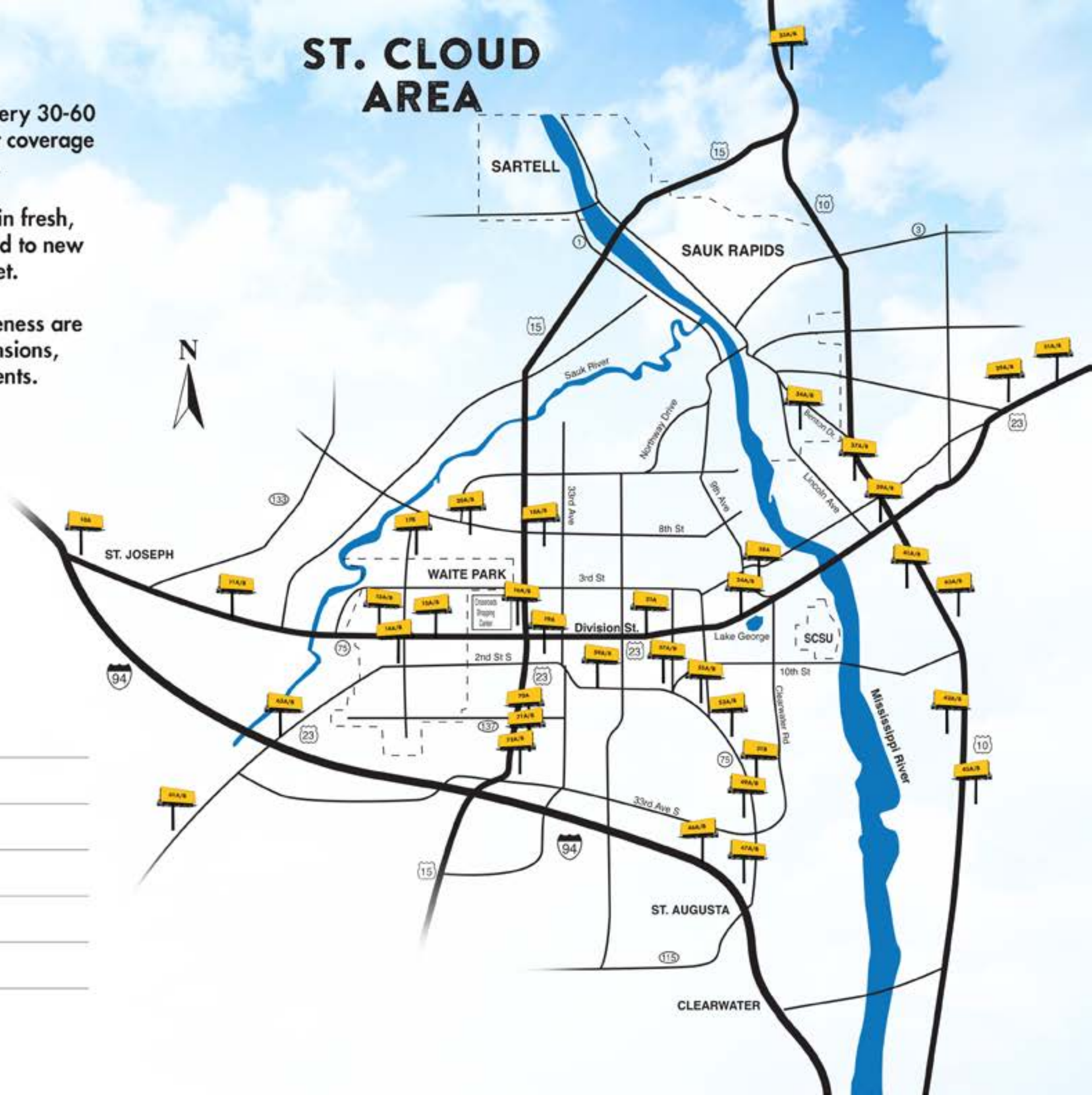
Rotary bulletins are moved every 30-60 days to provide broad market coverage throughout the year.

Advertising messages remain fresh, because bulletins are exposed to new segments of the market.

Excellent visibility and awareness are achieved by utilizing extensions, cutouts and embellishments.

10'6"X36'

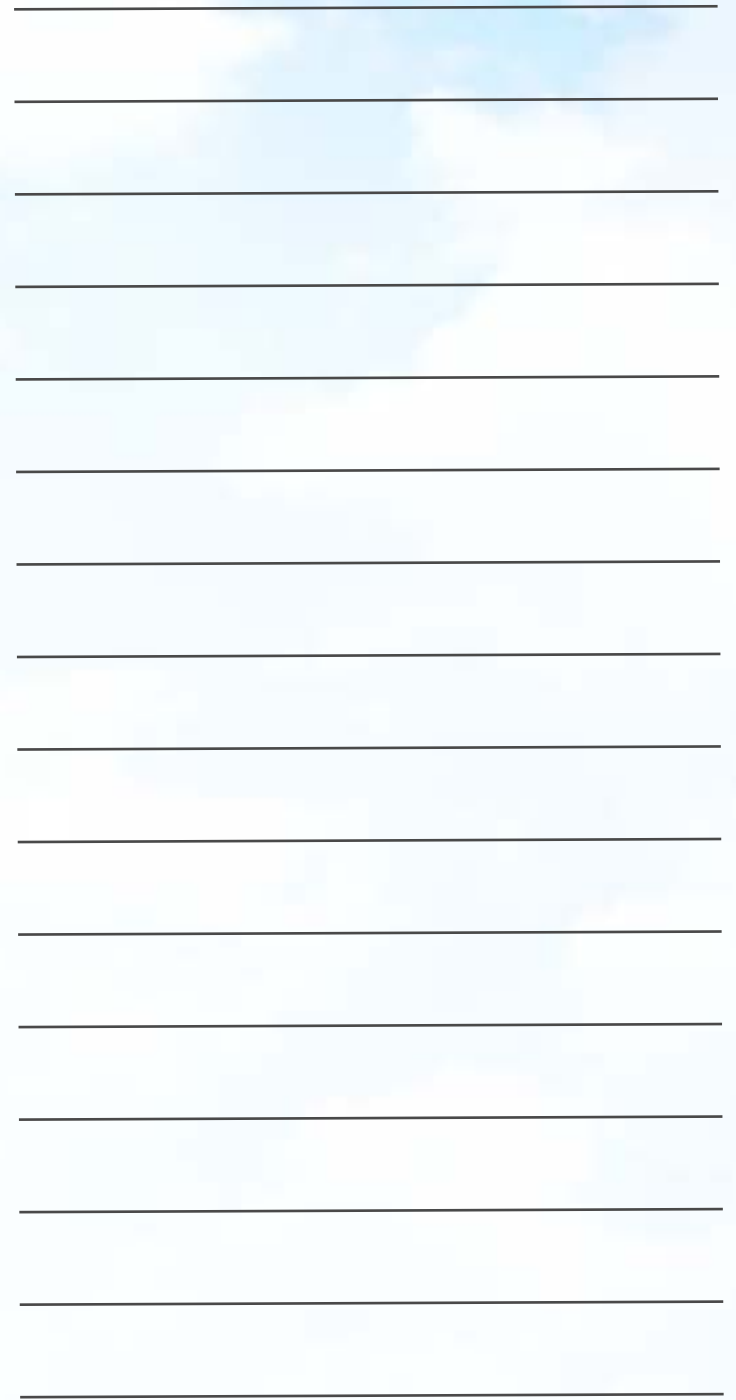
ST. CLOUD AREA



NOTES

[illegible]

NOTES



**FLEXIBLE
TARGETED
TIME
SENSITIVE
EFFICIENT**

288X1024 PIXELS
(APPROX. 10'6"X36')





Posters deliver immediate impact
throughout a market.

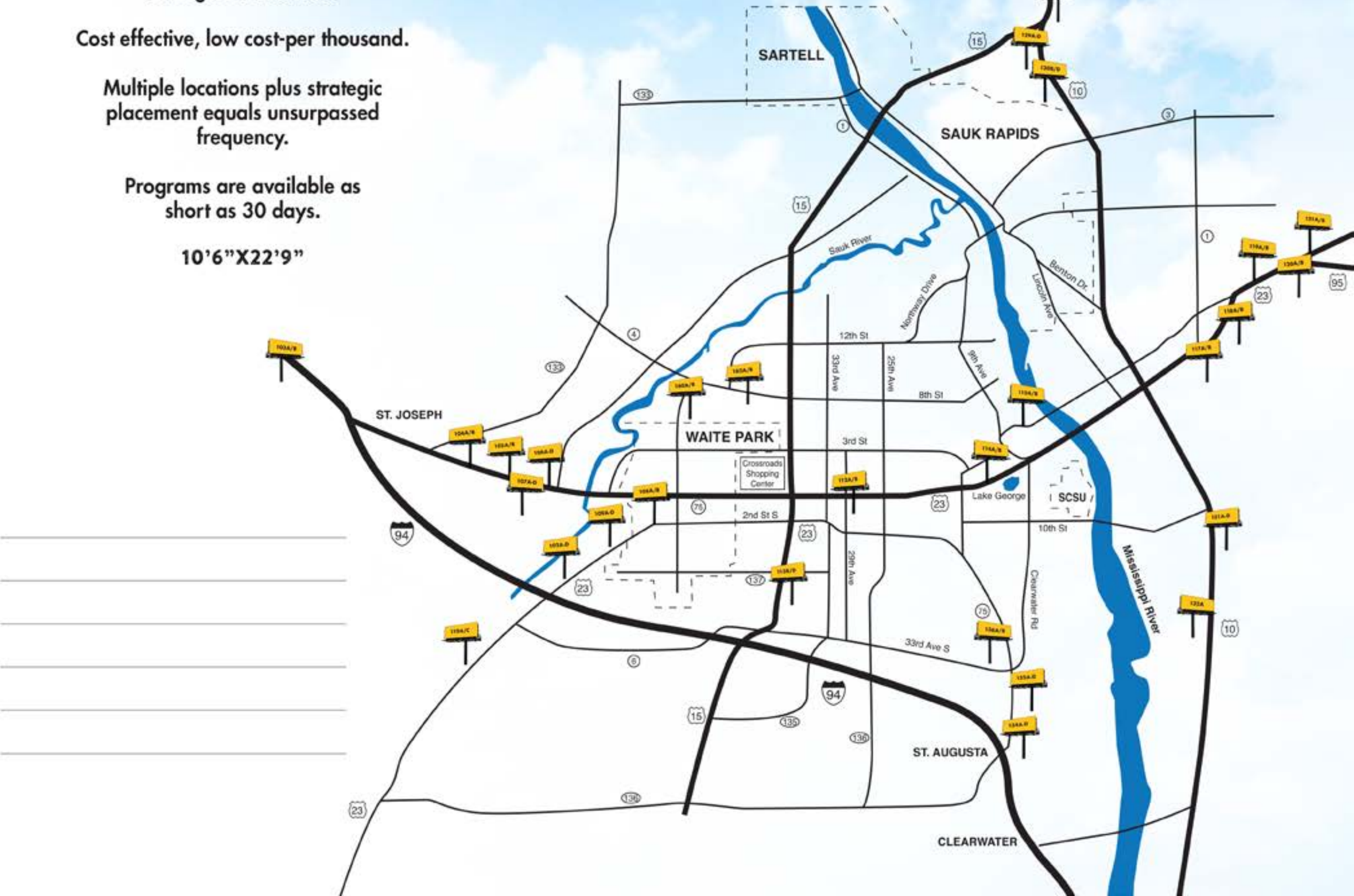
Cost effective, low cost-per thousand.

Multiple locations plus strategic
placement equals unsurpassed
frequency.

Programs are available as
short as 30 days.

10'6"X22'9"

ST. CLOUD AREA



OUTER MARKET



NOTES

[illegible]

SEE YOU ON THE ROAD.

