



The Benefits of Advertising with City Light Pole Banners

- **City Light Pole Banners are a niche form of outdoor advertising.**
- **City Light Pole Banner advertising reaches busy commuters 24/7.**
 - Studies show consumers spend 70% of their waking hours away from home. -*Outdoor Advertising Association of America (OAAA)*
- **Target busy commuters with outdoor advertising that cannot be put down or turned off.**
- **Specialized location planning offers geographic flexibility and location targeting.**
- **City Light Pole Banners are an incredibly cost effective form of outdoor advertising and can provide a greater return on your investment.**
 - Studies show that in a one month period, 91% of U.S. residents (age 16 and older) who traveled in a vehicle noticed a form of outdoor advertising and 79% noticed a form of outdoor advertising during a week period. -*Outdoor Advertising Association of America (OAAA)*
- **City Light Pole Banners create a streetscape impression that is**

impossible to ignore.

- **Enhance mobile and online marketing efforts by reinforcing campaign messaging while the target audience is away from home.**
 - Studies show outdoor advertising drives more online activity per advertising dollar spent than any other traditional media. Outdoor advertising is 382% more effective than TV, 200% more effective than print, and 63% more effective than radio in driving consumers online. -*Outdoor Advertising Association of America (OAAA)*
- **City Light Pole Banners are an exclusive outdoor advertising tool for non-profit organizations.**



Contact Us Today!
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THE Name in City Light Pole Banners