

# Link

# GO

**Link**

**who**

## LINK OUTDOOR MEDIA

Link Media Outdoor is new to Out of Home, but not new to business. Launched in 2015, parent company Boston Omaha purchased a number of billboard companies to establish its foundation. Now in multiple states, Link Media Outdoor is pursuing a large growth and long term success strategy. We believe in billboards now and in the future. It's a commitment.

Why Out of Home? OOH advertising is the fastest growing traditional media in America more than TV, radio and print. OOH is anything but traditional.





**Link**

**why**

## **IT FEELS GOOD WHEN SOMETHING FITS WELL**

### **YOU KNOW THE FEELING**

If those old friendly slippers of yours aren't there, you feel lost. But you don't miss them until they are gone. Outdoor is the same. It feels good and fits, but you miss it if it's not in your media mix. Why? Because you don't need to tune in, pick it up or log on. It's always on. The ad selects you 24 hours a day/7 days a week. That's why adult consumers spend more time with OOH than any other media, except TV. It fits like a comfortable pair of slippers.

### **OOH COMES IN ALL SIZES AND WIDTHS**

Consumers are comfy with the media, spending more time with OOH, the 30 minutes just before a purchase than any other media. OOH fits because it adapts to you. Choose your coverage by taking your message to specific neighborhoods, business centers, commuting routes or the Interstates. Step out towards specific age cells, genders, socio-economic and ethnic groups. Market to your trade zone or expand to cover the entire market. Just like those slippers you can wear anywhere, Outdoor advertising fits the time, the place and the consumer when you try it on.

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# DOOH



## Yes the future is that bright

and the future is OOH. Digital billboards are big & bright like a new bike at Christmas. You want to ride it right away, you need to ride it right away. Let's put you in the riders seat and see how fast it can go. The gears change quickly and smoothly. You are on your way riding into the bright future. According to Nielsen, that Digital bright spot gets your brand noticed.

**75** % of travelers notice Digital Billboards

**22** % changed plans to visit advertiser

**37** % noticed a directional digital billboard



### **FLEXIBILITY IS KEY**

Consumers feel differently on the Monday morning commute from the Friday drive home. Your digital ad can connect with their emotion, at that moment. Plan your copy by time of day or the day of the week. Run a countdown to a week-end sales spectacular. Rotate different images and prices according to what you want featured. Connect to the social side of the consumer by inserting Facebook, Tweets or RSS feeds for Real Time scores, time and temperatures. Think of that Digital Billboard as a giant “spinner” standing on the corner, marketing to each individual person as they drive by. What would you want to say to them, at that moment?



**82** % Remembered an Ad on a Digital Billboard

**22** % Changed their plans & visited a retailer after seeing a Digital Billboard ad

**61** % Saw Digital Billboards as a way to learn about sales & events

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## Bulletins



## **BULLETin PROOFMESSAGING**

**71% OF TRAVELERS (18+) NOTICE AD MESSAGES**

Static or Traditional outdoor should never be uttered in the same sentence as Bulletin. There is nothing traditional or static about a well executed outdoor campaign. The bulletin is the work horse of the Out of Home industry. Typically, it is 14 feet in height and 48 feet long. You can make this giant bigger by adding extensions outside of the traditional rectangle form. Embellishments, such as the Chick-fil-A cow, can actually bring the advertising message to life. Those dynamic enhancements improve the readership more than 70%.

Yes outdoor advertising is the oldest form of advertising, but it's been around a long time for a reason. Where else can you deliver a message 24 hrs a day, seven days a week for as long as you like with the an equivalent impact for the cost? Nowhere.

- The Arbitron National In-Car Study, 2009 Edition

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## Trivisions



### *Good things come in 3's*

**95%** of consumers notice Tri-Vision Billboards

**87%** of people read advertising messages on Tri-Vision Billboards

**94%** remember the ads seen on 1 or all 3 faces of the Tri-Vision

**100%+** sales increase after advertising on a Tri-Vision

They say good things come in threes. A TriVision delivers 3 times the impact as a standard billboard advertisement. Maximize your exposure and make your brand 3 times larger by utilizing the TriVision format. With a well-executed campaign built to utilize a 3 part message, your brand or product can appear to be a larger, more prominent player in the marketplace.





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## WATCH THIS...

### GO AHEAD PUSH OUR BUTTONS

Where & how do you watch TV?  
Netflix? DVR? Streaming?

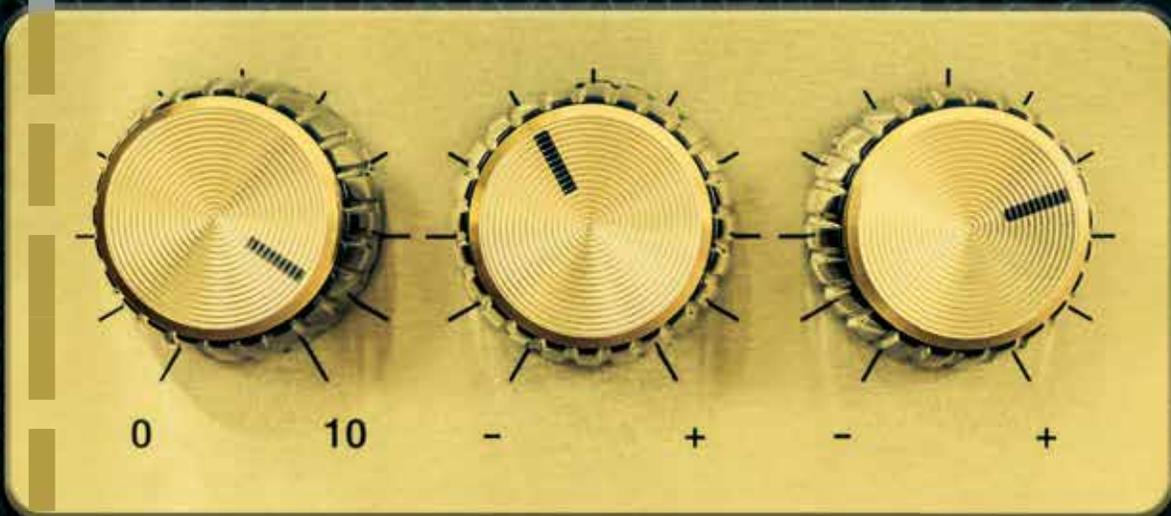
Delivering a message via TV is getting more and more diluted. 1000's of channels, multiple delivery systems and just as many ways to avoid them.

Both OOH and TV are visual media. The difference is one has an off button , and these days a fast forward button too, one doesn't. Try to fast forward a Billboard, can't do it, can't turn it off, can't get up at the commercial to get a snack. Have you ever tried to make a peanut butter and jelly sandwich while driving? Not a smart idea. OOH keeps your brand out in front 24 hours a day, 7 days a week.

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## TESTING 1, 2, 3...



## IT'S ALL ABOUT CONTROL

And who has it.

Radio is an on the road media but lets the consumer have the controls. Out of Home is all about never being turned off. Wouldn't you rather control the station, volume and clarity of message?

Radio broadcasts in a circle around the tower going miles away from your location(s), never knowing who is hearing, or not hearing your ad. Billboards can be positioned exactly to target a specific audience.

Radio listening is down due to 'cell phone' use, satellite choices and personal audio playlists (CDs, MP3s, Spotify, Pandora).

Billboards are effective because they can't be turned off or tuned out.

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# VS PRINT

## and the winner is...

Newspapers have lost their audiences, timeliness and ability to effectively deliver advertising. Major newspapers have gone out of business, reduced circulation or have attempted to prop themselves up with online versions. Once a broad reach media, penetration is less than 50% with virtually zero readers under the age of 35. Newspapers are cluttered. Ads are not appealing, grouped in large blocks while retailers are placed next to competitors. So if the newspaper is picked up, if the page is selected, if the ad is read...it quickly becomes a throw away with the readership time in seconds. In combination with all of the deficiencies, the cost to advertise is the highest of any major media, even more costly than "Prime Time Television".

Magazines once offered the opportunity to influence core enthusiasts. Some regional editions even offer localized targeting. But as more consumers are obtaining information from digital media platforms, more titles fold and circulation drops while subscription rates rise. The billboard ad is working 24 hours a day, long after the print ad has been used as a painter's drop cloth. When Return on Investment is important, billboard Cost Per Thousands are a fraction of the inflated cost of print.



OOH MY



# How to hit a moving target

Ever try to hit a moving target? The trick to hitting a moving target is to be where they will be. With 4.6 million people in the largest land DMA in America, 76.3% of Atlantans commute by auto. Atlanta has more Fortune 500 Headquarters than any US city, per capita. So Atlanta, your target is on the move. They are everywhere spending over 31 minutes a day commuting. In order to hit your target audience, your advertising needs direction. That can only be accomplished with Out Of Home advertising.

Link Media is here to help provide that direction.

- 31** + minute average commute time
- 70**.8 hours in traffic per year
- 1.4** million cars per day

\* = Tom Tom International  
\* = INRIX's 2016 Global Traffic Scorecard





# ATLANTA



## Coverage

*Atlanta, according to Forbes, is America's new "Boom Town" ranking only behind New York and Houston as having the most Fortune 500 headquarters. Business icons: Coca-Cola, Delta Airlines, UPS, Mercedes Benz North America, the New York Stock Exchange, AmTrak, and Porche are providing opportunities while making our highways the most congested in America. Link Media Outdoor targets the 1.4 million vehicles influencing the consumers and decision makers who occupy the Capitol of the Southeast.*

200 Mansell Court East, Roswell, GA 30076  
470-282-4254



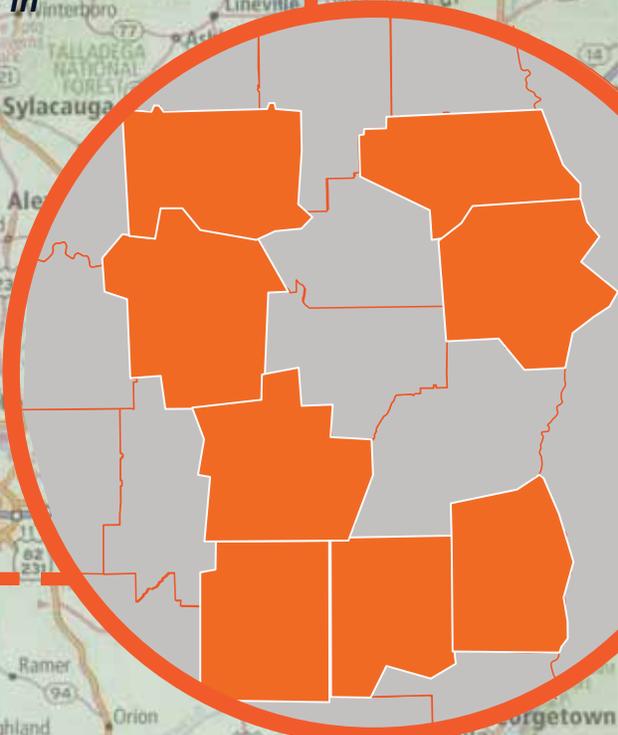


ALABAMA



# Coverage

*The Montgomery-Selma Metro is the hub; the state capitol and Alabama's second largest metro. Link Media Outdoor serves this busy geo-political market. Put your message on digitals or statics in Montgomery, Wetumpka, Prattville, Troy, Brundidge and Enterprise. Our locations allow your message to be seen from the Capitol City to the Wiregrass area to I-65 and I-85.*



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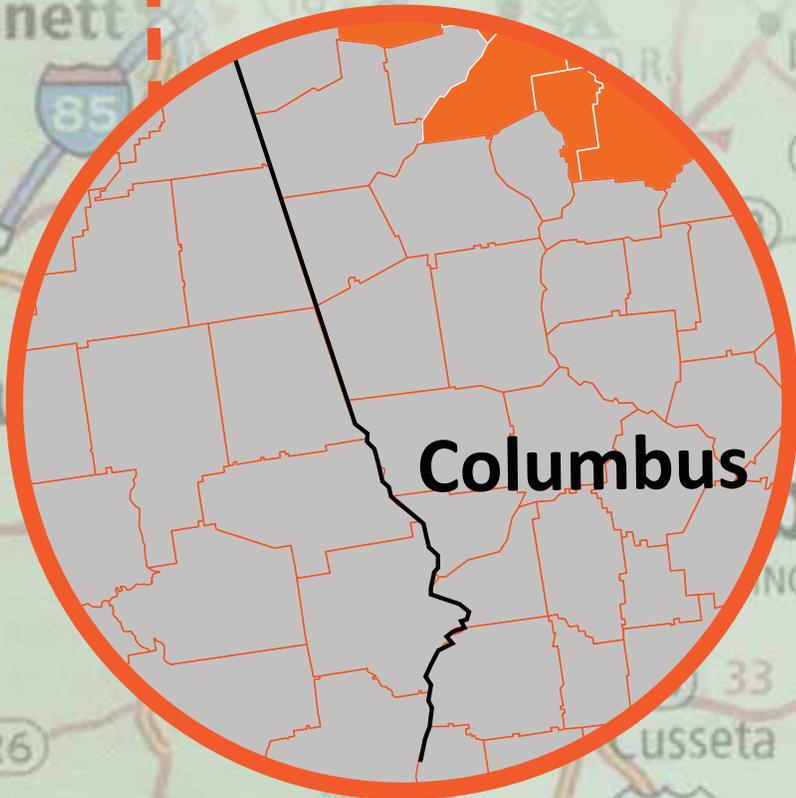


# COLUMBUS



## Coverage

*Link Media serves Columbus, the state's second largest city and home to Fort Benning, one of the largest military installations in the country. Besides the large Defense presence, Columbus is the headquarter locations for AFLAC and TSYS. Link Media Outdoor billboards cover the highest traffic areas in the city center for upper income and high retail, North Columbus. This placement allows you to target the majority of the metro consumers with either our digital or static billboards. Adjacent Phenix City, AL is a rapid growth market and a key part of this South Georgia/Alabama trade area.*

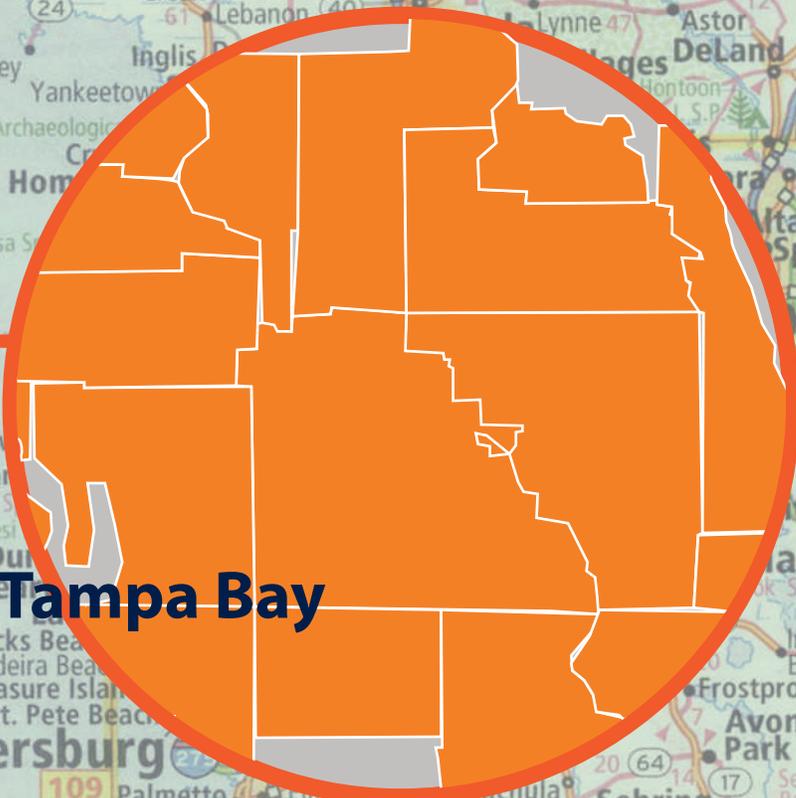


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# FLORIDA



**Tampa Bay**

## Coverage

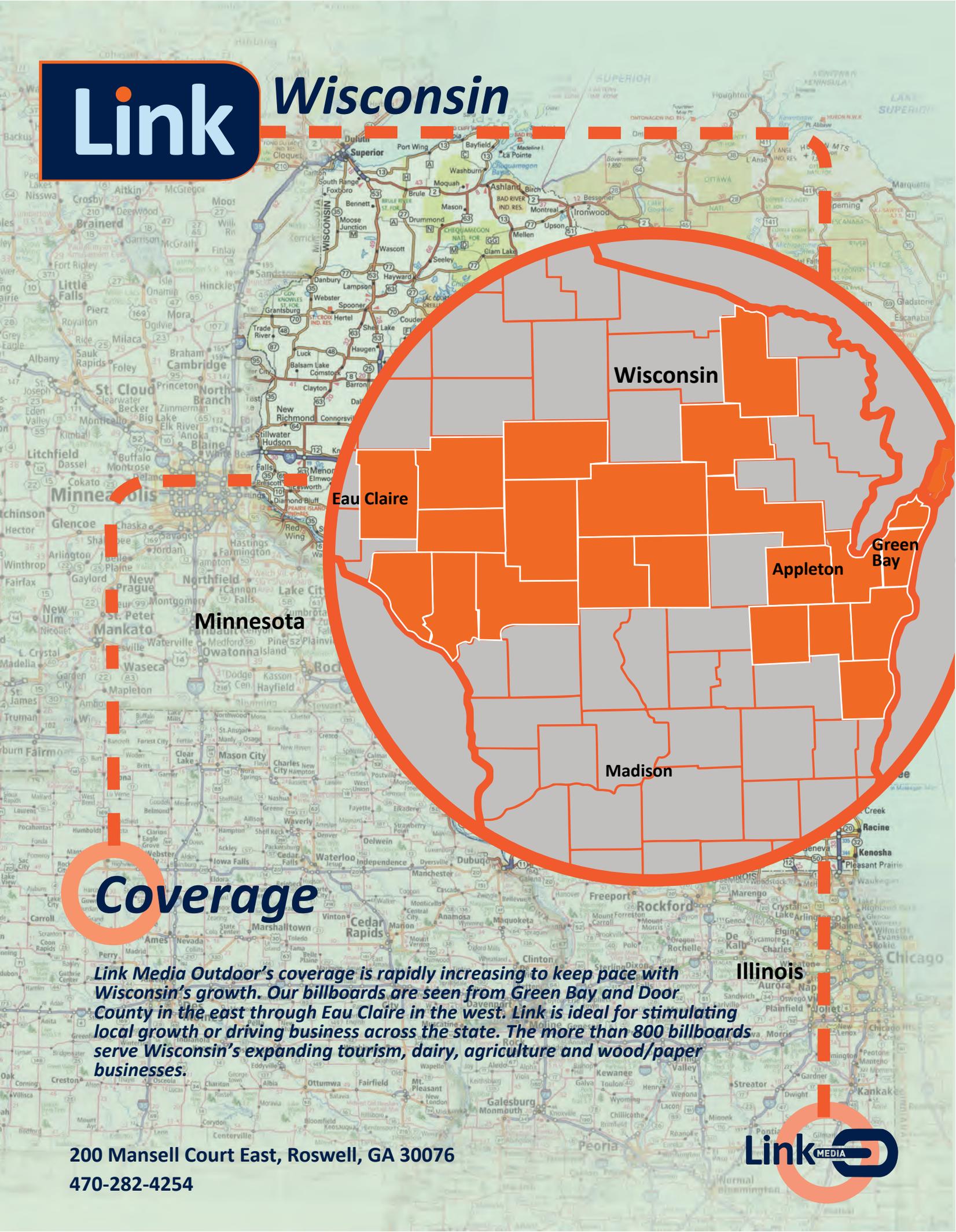
*Located on I-4, at the Florida State Fairgrounds, LINK Media's double sided Digital is a gateway to America's market #19. For the 2.8 million local consumers and the nearly 23 million visitors, this digital delivers a flexible, state of the art advantage.*

200 Mansell Court East, Roswell, GA 30076  
470-282-4254





# Wisconsin



## Coverage

*Link Media Outdoor's coverage is rapidly increasing to keep pace with Wisconsin's growth. Our billboards are seen from Green Bay and Door County in the east through Eau Claire in the west. Link is ideal for stimulating local growth or driving business across the state. The more than 800 billboards serve Wisconsin's expanding tourism, dairy, agriculture and wood/paper businesses.*

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