

Link

200 Mansell Court East Roswell GA 30076

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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

*NIELSEN DIGITAL BILLBOARD STUDY 2015

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Digital



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 PROOF MESSAGING

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 & more diluted.

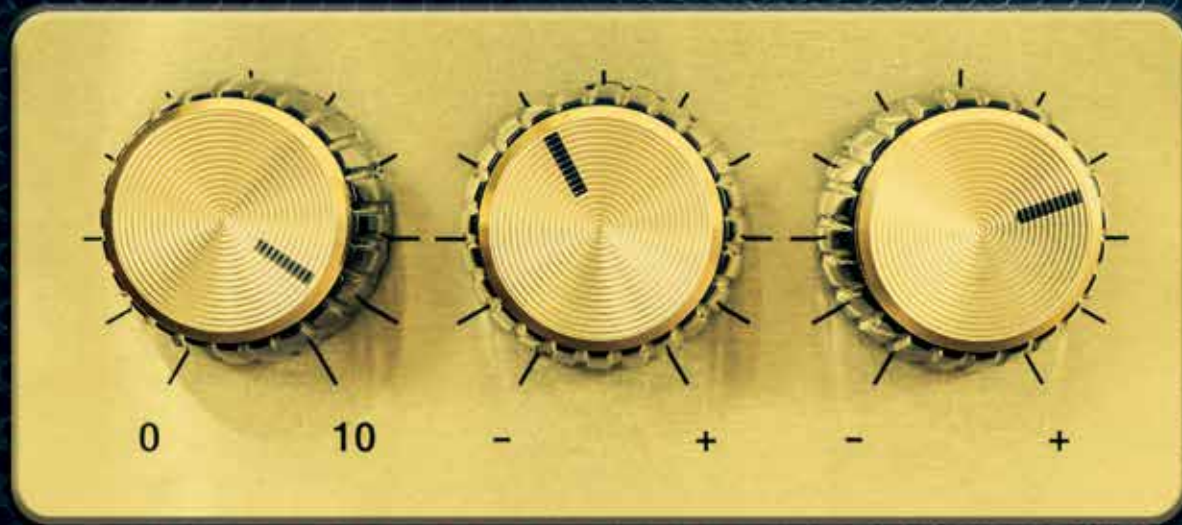
1000's of channels, multiple delivery systems and just as many ways to avoid them. Both OOH and TV are visual media. The difference is one has an off button, and these days a fast forward button too, one doesn't. Try to fast forward a Billboard, can't do it, can't turn it off, can't get up at the commercial 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.

Billboards are the most economical major media choice.





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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.

*PJS estimates of Major Media CPM Comparison March 2016

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