

FLEXIBLE

Digital segments can be purchased in a variety of time lengths from one day up to one year. Purchase individually, in networks, or a rotary targeting multiple markets.

With digital, you have more flexibility and control when it comes to your message and you'll be able to change it faster as the need arises. Additionally, our digital inventory is located in very high traffic areas for maximum market coverage.



DAYTIME / PRIMETIME ALL THE TIME

One digital "segment" gets you a guaranteed minimum of 1,250 eight-second spots of your ad throughout each day.

The Benefits of Going Digital

- ✓ Immediate delivery of your message that can be updated weekly or even hourly
- ✓ Multiple creatives allow you to showcase more aspects of your products and services
- ✓ Eliminate printing costs
- ✓ 24/7 coverage
- ✓ Premium placement in the highest traffic areas
- ✓ High level of flexibility in displaying your message

UNIQUE USES

- Countdowns
- Day/Week-parting
- Live Updates
- Conditional Content (weather, traffic)
- RSS Feeds
- Social Media Integration
- Multiple Ads



MULTIPLE DESIGNS



COUNTDOWN



WEATHER FORECAST



JUST AHEAD ON LEFT



JUST AHEAD ON THE LEFT

DAY/WEEK PARTING

Digital OOH offers innovative ways to create and amplify consumer interactions through improved service and convenience. With its flexibility and immediacy, digital OOH can help advertisers **deliver highly relevant and personalized customer messages.**

Whether providing real-time or urgent information, or sales and special offers, digital OOH provides a broad platform for advertisers to offer money-and time-saving consumer solutions.