3 KEY THINGS TO KNOW ABOUT BILLBOARD ADVERTISING

1. **PRICING:** Billboard pricing consists of two elements:

   The *first* is the cost of print materials, otherwise known as "production".
   The *second* is the board's rate per period.

   Since the number of days and weeks varies monthly, we bill in 4-week increments. However, you can advertise for any length of time you'd like. As a general rule of thumb and marketing standard, we recommend a minimum campaign length of 12 weeks to fully capitalize on the capture of repeat impressions. Repeat impressions cement brand recognition and top-of-mind relevancy, which is the primary goal of most advertising campaigns.

2. **AVAILABILITY:** Similar to property real estate, billboard space can quickly change from one moment to the next. We reserve space on a "first-to-contract" basis, meaning the first to sign the agreement gets the location. It is common for multiple parties to be interested in the same billboard.

3. **ANNUAL CONTRACTS:** Annual advertisers are guaranteed the *first right of renewal*, which means their location is taken off the market during their contracted term. They are offered the exclusive opportunity to renew anytime up until 90 days before their contract ends. At that time, we will place the location back on the market if we have not received a response to our renewal proposal or if the client communicates that they do not wish to renew the location. Many advertisers will reserve their space on an annual or multi-year contract if they know they'll want the same location long-term.

Reagan Outdoor Advertising