

YOU CAN'T CHANGE
THE CHANNEL

Reagan
Outdoor Advertising

Big Format. Big Message.

Big Reach. Big Return.

OUT OF HOME
ADVERTISING'S
WEEKLY REACH



TOPS EVERY OTHER MEDIUM.

OVER 4000 FACES



When it comes to courting consumers, a single time tested, proven medium reigns

SUPREME.

Out-of-home advertising is
UNAVOIDABLE & ALWAYS ON.

With our professional expertise & eye-catching creatives, both your dollar and reach are
MAXIMIZED.

What's bigger than a **GIANT** billboard?

Top-of-Mind Relevancy.

Reputation of Excellence.

Competitive Advantage.

Reliable, Proven Results.

Cemented Brand Recognition, Leading to Trust, Honesty, Dependability.

New Customers & Referrals.

People in Seats.

Increased Door/Website Traffic.

Perception of Accessibility.

Your return on investment with us.



We are proud to be a highly reputable family-owned company that has operated true to our values and integrity since 1965.



ADVERTISING MEDIA EXECUTIVE

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Outdoor advertising campaigns have entertained and informed us for generations; as far back as the nineteenth century. Early outdoor advertisers found that by designing humorous, influential, and/or relatable artwork, they could entertain bored, road-weary travelers who were ready and willing to be captivated. Savvy businesses quickly embraced the unique opportunity to engage with a captive audience. They cut the clutter, placed their branding front and center, and approached mass communication with a fresh, clean perspective. Since then, out-of-home (OOH) advertising has remained the most effective, highest return on investment medium for reaching the masses.



More than simply providing entertainment to consumers, out-of-home (OOH) advertising secures **top-of-mind relevance** for its advertisers. Billboards sell ideas, elicit emotions, and cement brand recognition in a simple, digestible format that can be understood within seconds. The best thing about them is that they can't be fast forwarded, turned off, they don't have to be opened, and they can't be set aside. When it's executed with an expert touch, they simply can't be ignored.

As an industry leader, Reagan Outdoor Advertising has the expertise to help our clients stand tall above the rest.



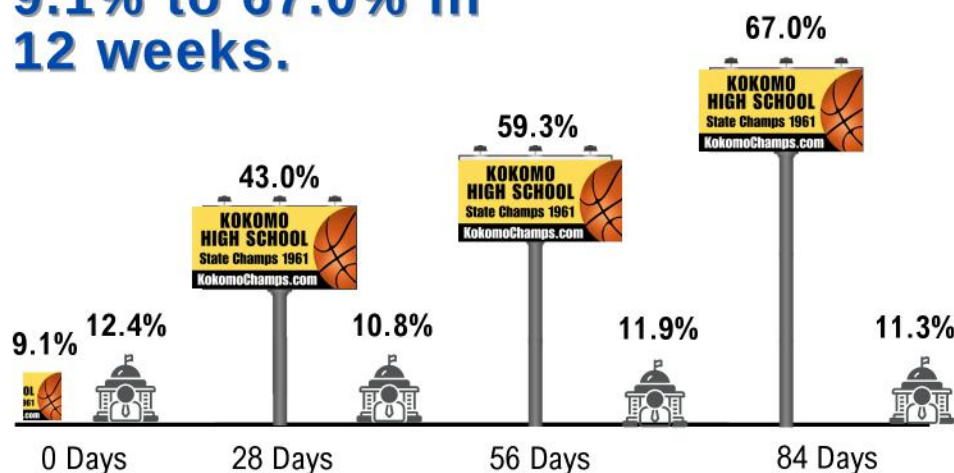
“KOKOMO” AWARENESS STUDY

Reagan Outdoor had an awareness study conducted to illustrate to businesses and consumers how well outdoor advertising generates awareness and can blanket the market with creative messaging at a very low cost.

Reagan blanketed the market with a poster creative that read "Kokomo High School 1961 State Champs" and residents were surveyed with the same two questions after 28, 56 and 84 days. 300 Indianapolis residents were surveyed & asked two questions: asked two questions:

- 1) Can you name the Lt. Governor of Indiana?
- 2) Can you name the 1961 Basketball State Champs?

Awareness went from 9.1% to 67.0% in 12 weeks.



“The results were **outstanding**, with 67% awareness, up from 9% in just 12 weeks. The control question kept similar results in all 4 surveys.”

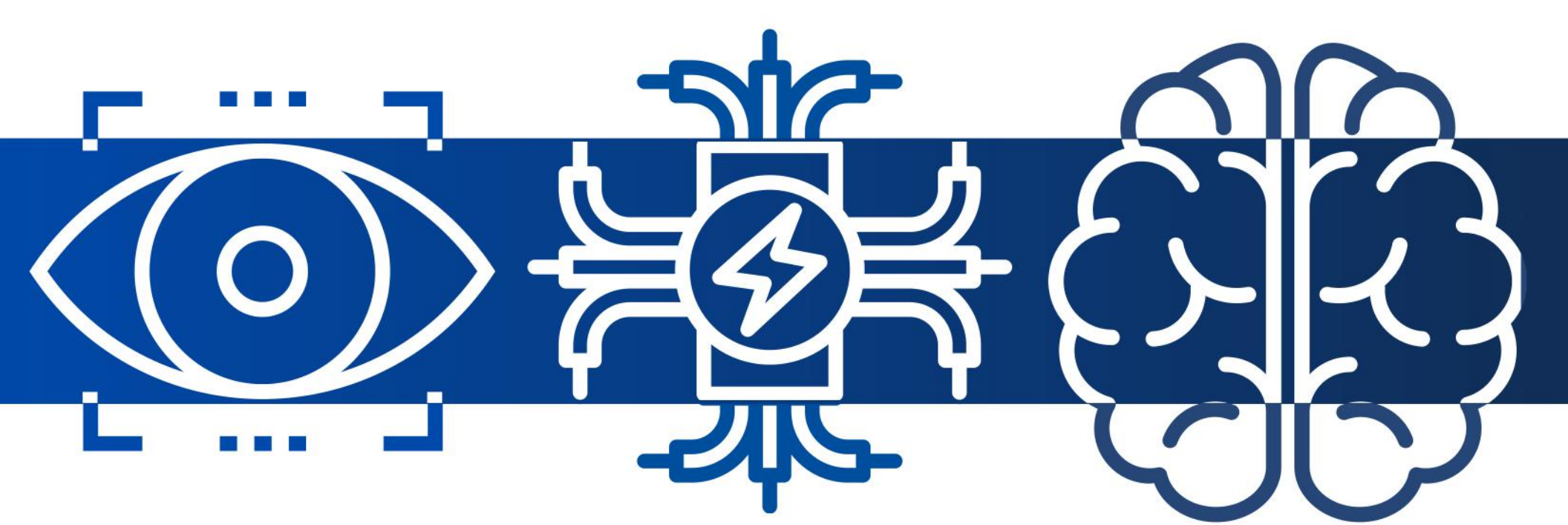
CAMPAIGN DETAILS:

100 poster locations went up in this market for 4-weeks and rotated to a new set of locations every 4-weeks for a total of 12 weeks (84 days).

4-WEEK ROI (INDY MARKET)

In-Market Impressions:
17,712,648

Reach: 97%
Frequency: 11.7x



Did you *know?*

The human brain processes visuals **60,000** times faster than text.

People remember **80%** of what they see and do, in comparison to 10% of what they hear, and 20% of what they read.

70% of all sensory receptors are found in our eyes.



Reagan

Outdoor Advertising

BULLETIN **DIGITAL**
CUSTOM **POSTER**

Click on a colored dot to explore that location. Then, view more details on the photosheet or access the street view through Google Maps.



VIEW THESE LOCATIONS ONLINE



Home | Media Types | Email/Print | Login

en-US

Panel | Address

Road

POIs

Panel

Enter panel number to search

Find Panel



Contact me for up-to-the-minute availability!

Cori Frein

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BULLETINS

BIG RESPONSE

Largest of our structures. Sizes vary. Often seen on highways, interstates, and metropolitan areas.



DIGITALS

FLEXIBLE IMPACT

Able to change artwork in seconds with no production costs. Vibrant high definition LED displays.



POSTERS

MASS REACH

Strategically located for mass consumption. Perfect for creating brand relevance & staying top of mind. 10.41' x 22.6'

STATIC BILLBOARDS ➤ TIMELESS DOMINANCE



BULLETINS & POSTERS

Eye-catching, LARGE formats.

Strategic placement for mass consumption.

Unmatched long-term exposure potential.

Powerful consistency for brand recognition & top-of-mind relevancy.

Build Brand Equity:

Billboards aren't just about grabbing attention; they're about creating lasting impressions. Consistent exposure through static ads builds familiarity and trust with viewers. Over time, this translates into brand equity, making you synonymous with quality & reliability.



Digital billboards are the most time-sensitive, flexible form of outdoor advertising. With bright, high-definition displays, on premium LED screens, they offer unparalleled visibility 24 hours a day. Because there are no production or printing costs involved, messages can be updated almost instantly with the potential for multiple creative executions that provide up to date engagement with consumers. Graphics can be switched out at any time without incurring any additional cost.

High-definition digital billboards have given outdoor advertising a new life. They've added unmatched flexibility to mass-reach-advertising and in doing so, have changed the game. Recent studies from Nielsen Research have found that out-of-home advertising is the most effective offline medium in driving online activity. **Outdoor advertising delivers 4x more online activity per dollar spent than TV, radio, and print.** It's been established that the future belongs to those who capitalize on moment marketing. While social media can be real-time, it can't be mass reach. Digital out of home advertising provides an *eco-friendly, mass reach, real time medium* to deliver your messaging.

Our digital billboards can be found in Des Moines, Marshalltown, Fort Dodge, Clear Lake, Mason City, Austin, Albert Lea, Mankato, and Rochester.

Source: OOHA Special Report



Research has shown that for **every** advertising dollar spent on billboards, the **return on investment is almost six dollars.** ¹



Billboards can't be missed. They're eye-catchers, easy to digest, and spark interest, driving customers right to your "doorstep."

"Billboards are terrific. People see them whether they want to or not."

-Warren Buffet



the basics



Availability:

Inventory availability changes quickly and frequently. We book on a “first sign” basis, meaning that a location becomes unavailable to the general public only upon contract execution. Annual contracts have the advantage of receiving first right of renewal. We do not book on the back-end of annual advertising contracts without offering them the first right to renew, first. First right of renewal particularly comes into play with popular, high-traffic locations.

Advertising Length:

In most cases, we suggest advertising for a *minimum* length of 12 weeks in order to effectively establish or bolster brand recognition and top-of-mind relevancy and capitalize on repeat impressions.

Digital billboards are great for advertising short term events. We welcome short term event advertisements pending availability and a minimum term of one week.

Payment Options:

- 1 **Full Pay:** Our clients have the option to pay-in-full in advance of their advertising start date.
- 2 **Credit:** Our clients have the option to complete a credit application with our finance department. There is no down payment required with credit approval.
- 3 **Down Payment:** Our standard down payment amount is equal to the amount of one advertising period (4 weeks). If less than 1 advertising period is booked, the full amount will be due in advance of the advertisement's start date. No credit application is required for this payment method.

Payment Methods: Reagan accepts checks, ACH, and card payments. Card payments can be processed online or over the phone (with our corporate finance manager). There is no processing fee for ACH/bank payments; however, there is a 3% processing fee for card payments.