



MEDIA PLANNING & BUYING



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# OUT OF HOME ADVERTISING

## Speak volumes without writing them.

We are creatures of habit, taking the same routes to and from work, entertainment etc. A smart advertiser capitalizes on this by placing their ads at key positions so as to be seen on a repetitive basis by their target group.

Despite their sometimes overwhelming size(s) outdoor (or out of home media) faces are among the most efficient and tactical media to choose from.

Choice? There are 90, 936 Faces in Canada for you to select from. Let's explore a few of them.

### MIRRORING OUR LIFE

Better. Stronger. Faster. Bionic? No! Blackberry™. Today you're challenged to do more in less time. So how do you reach someone who's always on the go?

Out of Home media allows you, as an advertiser, to be in front of your audience on their turf. You can now reach your target groups when they're commuting, in a shopping mall, or on a downtown patio. Let's not forget signage in the subway system, or in the gym, heck even in the washroom, the elevators, parking garages, or in the airport carousels.

A sampling of some of your options follows. Today's out of home media are both grounded in history and technologically advanced.

#### Bulletins and Spectaculars/ Superboards

Oversize, eye-popping visual displays often form corridors on either side of major highways. They reach a tremendous number of commuters as their enormity dominates the landscape.

#### Horizontal Posters

More modest 10' X 20' Horizontal Posters are omnipresent with 18,925\* to select from in Canada. Selected markets offer 12' X 16' Vertical Posters (\*Cdn. Outdoor Measurement Bureau website).





### Backlit Posters

Backlit Posters use translucent vinyl, which adds a richness and vibrancy to the creative message, thus enhancing memorability.

### Transit Shelters/StreetLevels

Numerous advertisers, including many retailers, have found life size Transit Shelters/StreetLevels, which measure approximately 4' X 6', to be powerful backlit reminders right near their locations. These are 24/7 stand-alone sentinels that are distinctive visual salesforces that never take lunches.

### Mural Advertising:

In major markets there are now 55 walls to select from. You can have your creative painted on the walls, or printed on oversize vinyl/mesh banners mounted to the wall.

This sampling is not meant to be exhaustive, but to familiarize you with a number of vehicles, which may add new dimension to your communications.

If you have any questions on Outdoor, or any other advertising options, we can meet-indoors, at your convenience.

### Transit Advertising:

Moveable messaging. Taking your ads to the street is a Traffic Stopper. Reach captive drivers who are behind, beside (or inside) buses and receive your message(s) as they travel. You can also be an eye magnet with a bus wrap.

## S I G H T L I N E S

- 1. Turn Up the Volume On Your Words:** Outdoor signage delivers memorable impact with efficiency and clarity.
- 2. Stand Out without sticking out:** You have fractions of seconds to attract attention and be remembered amongst the clutter. Outdoor is Bold.
- 3. Crisp:** No Waste. One concept. Few Words. Ad remembered. That's Outdoor. Rings a visual bell on it's own, or amplifies the orchestra of a multi-media campaign.
- 4. Durability:** Most campaigns are a minimum of four weeks allowing for efficient and effortless repetition thus entrenching the message.
- 5. Versatility:** Signage in Paper, or Vinyl. On Bus Cards, On Wall Murals. In Store Windows. On Highways. On Parking Gate Arms. You can select many combinations that fit your geography, budget and demographics.
- 6. Bonusing:** As a limited inventory media, when space is sold out, it's sold out. But if no one else is in the queue, you can enjoy substantial bonus space to improve your reach and efficiencies.
- 7. Weather or not:** Most outdoor vehicles are at the risk of our Canadian climate. Rain, snow, sleet, and sun can compromise your pristine look. Be prepared with extra copies of creative to make sure you look your best for the whole flight.
- 8. Snipe:** You can tactically use an add-on, or paste over to highlight a feature or time-sensitive element on the posters too.