

Special Report:

10 questions you must ask before leasing billboards and outdoor media!

- 1. Are you getting all your media options presented to you?**
Make sure your media company can provide you with a comprehensive advertising solution across mediums - digital, billboards, fitness club panels, benches, transit and everything in between in one handy package.
- 2. Do you deserve a company working hard for you that has your best interest at heart, not their left over inventory to push?** A lot of media companies will send you what *they* need to sell, not necessarily what's best for you. Make sure you are getting the choices that are best suited for your company's needs.
- 3. Do you want someone on your side with the tenacity to push through the clutter of outdoor and come up with the best strategic location for you without having to make 20 phone calls?** It is possible to make one phone call and get all your options presented to you in the most efficient manner, including graphic design, production of the ad, and negotiating the lowest rates on only the best media choices.
- 4. Do you want to know you haven't missed that prime ad spot on the highway that your competitors don't know about?** There are thousands of outdoor media companies ranging from large companies all the way down to the independent owners who often have below market rates. **Only** experts in the industry will know of all these options.

5. **Do you think your media agency needs to think you're special in order to convince the rest of the world you are too?** A world-class media agency will always work hard for you regardless of the size of your company.
6. So maybe you don't have a big budget to spend to get your word out, **don't you want your media company to be just as excited to tell you about the little ways to get your name out there as they are about the big ones?**
7. **Is your media company letting you know how to get cool stuff to promote your business for free?** Billboard **Connection** goes the extra mile to ensure your ad dollars are maximized with free mobile billboards, vinyl banners, press releases, discounted rates and more!
8. **Do you want your media company to teach you something new, not just sell you on the same media every time?**
There are over 60 outdoor media products available. There are new and innovative choices entering the outdoor advertising world frequently. Your media company should know and present these options to you so you can make the best decision based on all more choices. Consulting should be free of charge if they want to earn your business!
9. **Will your media agency negotiate the best deals for you?**
With daily experience in the outdoor advertising industry, we know how to get you the best rates and locations.
10. **Would you rather spend money *looking* for the best deal or actually *on* the best deal?** Use your time wisely, don't waste time calling everyone yourself, let us cut to the chase and weed out the unwanted media for you!

Billboard Connection is your One-Stop-Shop when it comes to getting your message out. We keep *your* best interests at heart, *not* ours! We will work hard to negotiate the best deals and locations so your ad dollars go further than with any other media company in the world. Don't you deserve the best? Of course you do..... ***We Deliver Results!!!***

Call **Billboard Connection** today 877-881-1914 or e-mail us at dbell@billboardconnection.com