



# CINCY DIGITAL®

LED Digital Billboards and Technology

## Digital Billboards Deliver on CPM, ROI and Reach

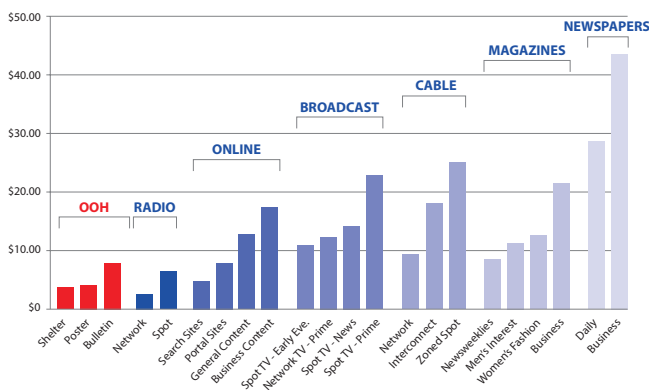
Advertisers are eager to use digital billboards. In fact, 68% surveyed choose digital billboards as the hottest new trend in out-of-home (OOH) advertising.

—Media Life Survey, Swept by change: The new out of home

### Low CPM

OOH delivers the best value for advertisers. At \$3.38-\$8.65 CPM impression advertisers reach the same audience at significantly lower cost.

### CPM Comparisons – Major Media

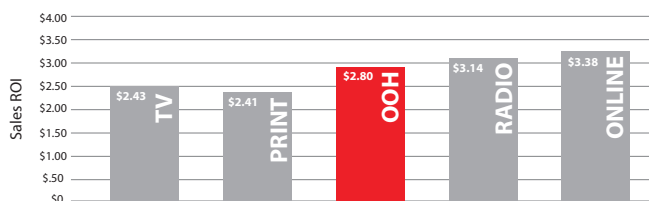


Source: Well Fargo, Nielson

### High ROI

Relative to other media, OOH advertising provided a higher rate of return—each dollar spent, \$2.80 in sales resulted. Only radio (\$3.14) and online (\$3.38) advertising were higher.

### Advertising ROI

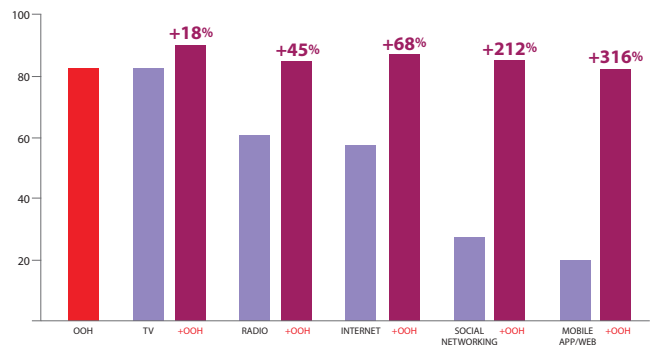


Source: BrandScience

### Reach

When OOH is added to the media mix, you increase reach and improve retention of the advertising message. OOH can increase reach by 18% for TV and up to 316% for mobile advertising.

### Adding OOH to Media Mix



Source: USA Touchpoints Study 2012

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