



**CINCY DIGITAL**<sup>®</sup>  
LED Digital Billboards and Technology

## Driving Consumers and Building Brands

**It's what we do.** Cincy Digital LLC is a locally owned out-of-home (OOH) media firm in Cincinnati, Ohio. We offer exceptional, high-impact, OOH digital advertising opportunities and deliver memorable outdoor advertising that is easy, efficient and effective. We're your go-to source for the most visible outdoor digital signage in the Cincinnati area.



**It's about engaging the consumer.** Our billboards are ideally located near Cincinnati, Ohio's most affluent suburbs and premier retail centers. Utilizing our state-of-the-art LED digital billboards, Cincy Digital offers advertisers the opportunity to reach and engage more consumers as they travel on their way to work, shop and play.

**It's outdoor LED digital billboard advertising.** Cincy Digital works closely with advertisers and agency partners to create compelling, memorable advertising that is simple to move from concept to production. We understand the complex multimedia world and can demonstrate how LED digital billboards can break through the clutter to catch the attention of your target audience, build your brand and, ultimately, increase your bottom line.

## The Cincy Digital Advantage™

Cincy Digital helps advertisers reach and connect with customers with high-impact, leading-edge LED digital billboards that are designed to catch the attention of your target audience and build your brand. Our digital billboards offer:

### Outstanding resolution and visibility

- ▶ The widest color palette—144 quadrillion colors capability—ensures the ability to digitally produce in endless possibilities and every line is full-color line resolution
- ▶ Superior image resolution with a pixel pitch suitable for long-distance viewing

- ▶ Newer, brighter LED technology offers higher display contrast, with consistent, uniform intensities

### Excellent readability—near or far

- ▶ A patented louver design provides a consistent contrast across the entire display face, producing razor-sharp image contrast
- ▶ Unique pixel arrangement technology offers high contrast and increased readability of message
- ▶ High levels of display contrast achieve optimal picture quality—day or night

# Why choose outdoor LED digital billboard advertising?

LED digital billboard technology has revolutionized the outdoor advertising, or out-of-home (OOH) media industry. There are many reasons to go digital...

- ▶ **You get noticed.** OOH media is effective at achieving the goal of brand recognition; no other advertising medium is as effective.
- ▶ **Experience high-impact, memorable exposure.** LED digital technology offers vivid, realistic image quality that makes your message stand out.
- ▶ **More cost-effective than traditional billboards.** Change your message as often as you want with no production or installation charges.
- ▶ **Greater flexibility.** Ads can be contracted for periods ranging from one week to several weeks or during specific hours for a shorter period of time—even weekly or daily.

- ▶ **More relevance.** Stay relevant with “triggers” for scheduled time-specific advertising based on the day, time, weather and more.
- ▶ **Increased R.O.I.** Highly targeted and monitored, digital advertising is bottom-line friendly.

## Digital Billboards Work

*In a media landscape where it is increasingly difficult for advertisers to deliver an effective brand message, people report that digital signage advertising cuts through the noise.*

### Arbitron research found that:

- ▶ Nine out of 10 people notice the advertising copy on digital billboards some or most of the time.
- ▶ More than half of all travelers notice digital billboards and the more a person commutes, the more likely they are to be aware of the displays.
- ▶ Public reaction to digital signage is positive.
- ▶ Digital billboards are an effective advertising platform that drive travelers to local business.
- ▶ Ads on the digital screens benefit other media.

*Arbitron Digital Billboard Report: Cleveland Case Study 2008—A survey designed to measure travelers’ awareness and attitudes toward digital billboards on major highways and to gauge their level of engagement with billboard advertising messages.*





## It's about location, location, location!

Cincy Digital has the best location in Cincinnati metropolitan market. Our northbound and southbound billboards are in a prime location on I-71 near Cincinnati, Ohio's most affluent suburbs and retail centers.

### About our locations

- ▶ The billboard is on I-71 between two premier upscale shopping destinations—drawing shoppers from across the tri-state.
  - ▶ Kenwood Town Center, 1.8 miles
  - ▶ Rookwood Commons & Pavilion, 4.4 miles
- ▶ The surrounding upscale neighborhoods include Kenwood, Indian Hill, Blue Ash, Madeira, Montgomery and Mariemont and Terrace Park. Neighborhoods to the “south and southwest” include Amberley Village, Pleasant Ridge, Oakley and Hyde Park and downtown.
- ▶ It's a prime driving route with more than 149,910 car exposures daily and our billboards are the last billboard for 45 miles leaving and entering Cincinnati.
- ▶ The billboards are south of Warren County, Ohio, which is the second fastest growing county in Ohio and 98th in the nation, averaging 17 new residents per day and 26 percent growth since 2000.

### Demographics are compelling

- ▶ The billboard is within five miles of two communities that rank among the top 10 richest communities in Ohio—Terrace Park ranks sixth, with 46 percent of households at more than \$150,000 in annual income; and Amberley Village ranks tenth, with 36 percent of households in that range.
- ▶ Nearly 60 percent of the Indian Hill households record annual income of more than \$150,000. Indian Hill ranks as Ohio's richest community, according to a study by On Numbers, a unit of American City Business Journals. Forbes Magazine listed Indian Hill as one of America's 10 Most Affluent Neighborhoods.
- ▶ Approximately 20 percent of the area has income in excess of \$100K.

### Why choose to advertise with Cincy Digital?

In addition to the best location in the Cincinnati metro market, our digital billboards offer high-impact, leading-edge LED digital billboards that are designed to catch the attention of your target audience, build your brand and, ultimately, increase your bottom line.



# Digital Billboards Engage Consumers

OOH revenue grew to \$6.7 billion in 2012—making it the fastest growing local ad medium with 22 percent growth over the last decade. When it comes to brand recognition, no other advertising medium is as effective in achieving that goal. OOH helps you to:

**Take advertising to a new level.** New technology is fueling new innovation in OOH design and creativity, and pushing the boundaries of what's possible for advertisers. The integration of digital media and mobile technology with OOH advertising is transforming OOH's role in the creative mix and powering a new era of interactivity and engagement.

**Advertise to inspire and motivate consumers.** Digital advertisers have the opportunity to design smart, relevant and relatable advertising based on location, environment, time of day, adjacency



to retail and even consumer need. OOH can provide useful information and helpful service to strengthen the bond between brands and consumers.

**Expand the media plan.** OOH can provide brand continuity away from home and extend the power of other media by incorporating consistent creative elements and themes. It can extend the conversation where people are making buying decisions.

**Ask us how our digital billboards can work for you.**

## OOH advertising catches the attention of your target audience

**According to a 2007 Digital Out-of-Home Media Awareness and Attitude Study:**

- ▶ 45percent of adults said that they pay attention to digital signage.
- ▶ 63 percent of adults say that digital signage catches their attention.
- ▶ Digital signage is more positively rated than any other media.
- ▶ Awareness of digital signage advertising is high.
- ▶ Digital signage advertising intercepts people throughout their daily routines.
- ▶ People rate advertising on digital signage more positively than other media across multiple measures:
  - ▶ Attention grabbing (63%)
  - ▶ Unique (58%)
  - ▶ Interesting (53%)
  - ▶ Entertaining (48%)
  - ▶ Less annoying than other media (26%)
- ▶ Digital signage advertising is effective in driving action.

## Contact us

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