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What Is Outdoor Advertising?

Nowadays advertising is the basis for the development of any business. It is everywhere: on television, in transport, in magazines and newspapers - everywhere where view falls. One of the most effective forms is outdoor advertising.

This type of advertising has appeared more than 100 years ago in America when the companies and firms began to rent space on billboards for their advertising. Currently coverage of places for outdoor advertising has grown considerably. It can be seen on the walls and roofs of houses, on lampposts, on the special samples, in the halls of waiting transport. Bright, luminous signs have become an integral part of urban landscapes.

Advantages of outdoor advertising.

The advantages of outdoor advertising are numerous. They belong to the scope, frequency, flexibility and strength of impact, as well as to the level of costs.

Coverage.

Often the advertiser must saturate market with advertising, if it faces a task of presentation a new product or even new packaging of old goods. Extensive coverage can be achieved with outdoor advertising means almost overnight.

The basic unit in the sale of posters is "100 points of total rating of the day" or "100 demonstrations. One rating point equals one percent of consumers of a particular market. However, the acquisition of one hundred points does not mean that this market will have 100 billboards with advertising. This means that the ads will appear on so quantity of boards, in order to reach theoretically during the day 100% of the market's consumers. However, in a real situation advertiser who buys 100 points rating, reaches about 88.1% of the adult population of the market during the day for the 30-day period, which had been "purchased" shields. An advertiser that does not require such saturation can reduce the number of billboards, and unit sales will be expressed as a fraction of the base unit, e.g., 75, 50 or 25 points total rating. An advertiser, who wants a more intensive saturation, may increase the number of posters to provide a 200 or even 300 points in the ranking day.

It is even more important for the advertiser the size of the audience, covered by outdoor advertising. For the most part the audience consists of young, educated, sensitive and mobile members of society - it is a very attractive demographic group for national advertisers.

Frequency.

Means of outdoor advertising have a high frequency. According to the results of researches of the Institute of Outdoor Advertising, 9 out of 10 people at the saturation advertising campaign in 100 rating point see a particular advertisement in at least 29 times over a 30-day period. This incidence is even higher for people with high education levels and relatively high-income.

These days the Web network has become extremely popular. As now it is both a place of entertainment and making money, website designing turned into full-fledged business. But it is not enough to own a site, it is needed people be aware of it. And here [free classified posting](#) might assist. One also should be aware of that not only are paid ads accessible for use but free ones as well. Those who are looking for both ways of advertising, are welcomed to go to this [free classified posting](#) site - much info about free and paid ads.

In any case, we must take advantage of the online technologies to find what we need at the best terms which are available on the market. For example if there is required info on [free classified listings](#), it would be smart to search Google and other search engines, visit various social networks and look through topics which are related to yours, join the online discussions on the niche forums.

And also we would advise you to subscribe to the RSS on this blog because we will do everything possible to keep updating this blog with new publications about respective issues.

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