

## POSTERS

When launching a new product, making a name change, or have a need to "broadcast" your message to as many people as possible in the shortest amount of time, a poster is the way to go! Poster showings provide broad, simultaneous market reach and high frequency where your customers live, work and play, achieving instant market saturation. They are designed to be mass produced and flood the market all at once.

## BENEFITS

- Instant market saturation where your customers live, work and play.
- Reach a specific audience geographically and demographically, stimulating sales new point-of-purchase locations.
- Posters provide beautiful photo-quality creative.
- Posters have a dramatic impact with multiple exposures, providing complete and instant coverage multiple times.
- In comparison to other forms of media, a poster campaign provides 4 times as many impressions per dollar than both radio and magazine, 8 times as many impressions as TV and 11 times as many as newspaper.

## SPECS

- Copy area: 10'5 x 22'8  
Overall area: 10'6 x 22'9
- Posters are produced on vinyl or a polyethylene paper replacement which is 100% recyclable.
- For more information, visit: [www.lamar.com](http://www.lamar.com)

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