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A growing opportunity with digital billboard advertising by [Harry Tan](#)

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Indeed, these are revolutionary times for the outdoor advertising industry. Once considered the least targeted of marketing tools, billboards are poised to join the digital revolution, taking on characteristics such as flexibility and immediacy of broadcast advertising, the internet, and email in one package. And to think that this medium has been around for more than 100 years! Digital Billboard Advertising, which are display ads using light-emitting diodes or LEDs, are expected to rival other Advertising and Marketing media in the coming years, including TV and radio, across many crucial metrics, everything from market coverage to ease-of-updating timely messages. Unlike traditional static billboards, advertisers with time-sensitive offers can now consider outdoor advertising as an option.

Digital billboard advertising creates ads that can be formatted as static JPGs that are sent to signs via a high-speed internet connection and scheduled with user-friendly software. Now, viewers can see your messages that are time and date specific and are designed to deliver immediate results and better audience targeting.

With so many mediums fighting for the attention of the customers, digital billboard advertising holds an advantage. Unlike television and radio, there is neither an attention-seeking alternative nor a digital video recording mechanism such as TIVO where users can record programs and then skip over advertiser's messages. Also unlike the internet, there is no pop-up blocker or delivery filter. Today's customers expect to interact with brands and digital billboards can provide that. Advertisers are just starting to imagine how to leverage technology to make digital billboards interactive.

Digital billboard advertising is now seen as a huge advantage for outdoor advertising companies. They allow multiple advertisers to share a single billboard and enable day-parting or dividing the day into several time-specific sections during which a different ad is shown that is appropriate for that time and audience. For the advertiser to reach a customer, digital billboards are usually just a fraction of the cost of other electronic media, such as television and radio.

Outdoor advertisers can also give back to the community by running Amber alerts and other public notices, making digital billboard advertising an important part of a city's public notification system.

There is still a lot of untapped potential for digital billboard advertising. I'm sure that with the continuous advances in our technology, the opportunities for this medium will also increase. This is a great medium for attracting consumers who are always on the road and it will definitely make your ad stand out from the environment.

You can contact the Best Advertising Agency in your area to help you use this medium for creating a very Effective Advertising campaign. Advertising and marketing is a tough job. It requires a huge investment of money, time and effort. The competition for the consumer's attention is also tough. But with enough preparation, expert help, great ad, and the perfect medium, you might be able to succeed in promoting your business, improving your sale, attracting more customers, and increasing your revenue.

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[Harry Tan](#) - About Author:

Singapore-Based Outdoor a [Advertising and Marketing](#) company, SMRT Media, is known for a [Effective Advertising](#) strategies and campaigns such as a [Digital Billboard Advertising](#), a [Airport Advertising](#) and a [Subway Advertising](#).

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