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Billboard marketing is something that just about everyone is familiar with, they line major highways and high traffic streets, busy intersections not to mention sports stadiums from minor league hockey to Major League baseball and National football. We can barely turn a corner without seeing some billboard advertising some product or company or promoting an event whether it is a concert, a sports team or a nonprofit event, they are everywhere and have been for some time. And now you're going to see Digital Billboard Advertising becoming very popular during the next couple of years. They are built and placed like traditional billboards with one big exception; digital billboards have a giant LCD display screen rather than a printed piece of vinyl.

Digital billboard advertising works by creating a digital ad and then loads it into the board's electronic rotation. Your ad will display anywhere from 6 to 10 seconds at a time and it will rotate with other ads on that same board.

One of the major strengths of this medium is that it offers you great flexibility. With digital billboard advertising, you are no longer hampered by pre-printed artwork. You can schedule different ads to run at different times and you can create several different ads to rotate. If your ad is not getting the response you want, you can simply pull it from the rotation and replace it with another.

It also allows you to immediately respond to market conditions. You can create a new ad within minutes, send it to the outdoor company via email, they load it into the system and schedule it to run immediately. Some companies are also offering businesses their own control panel. Once your digital billboard advertising is approved and loaded into the system, you can log in to your control panel and personally choose which ads to run and when to run them.

And this medium is also very cost-effective. You no longer have to pay to have vinyl produced for your board. Nor do you have to watch your artwork fade or be ripped to shreds. The cost of your artwork is just the cost of layout and design. All you need is someone who knows how to do it. You can contact the Best Advertising Agency in your area that can provide you with such services.

Like traditional boards, digital billboard advertising is best used by businesses trying to reach mobile demographics: generally the younger, more affluent, working customers. Don't use this medium to reach seniors, children, or the less affluent.

Also the best use of digital billboard advertising is for giving directions, name recognition and brand awareness. You should not use this medium for complicated messages. But because of its creative flexibility, certain price-based, sales-focused businesses may also consider running digital billboards. Just remember to be consistent with your brand promise and your message in other media. Use contrasting colors in your artwork with readable fonts. And don't use more than seven words per board.

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a [Best Advertising Agency](#), SMRTMedia, located in Singapore, has a wide range of Outdoor a [Advertising and Marketing](#) campaigns that can exposes businesses to target audience through SMRTMediaâ€™s [Effective Advertising](#) strategies.

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