



Be Media Smart. *Buy Media Smart.*<sup>™</sup>

## **Inside Out: A Look at Out-of-Home Media**

The term "out-of-home media" refers collectively to all forms of media outside the home that carry advertising messages for consumer audiences. This term encompasses many things, from the large bulletins and posters we encounter on streets and highways to the panels we see near stores, on transit vehicles, rail or subway platforms, on bus shelters, in airports, and in shopping malls. The term "out-of-home media" excludes radio, print, and television.

Outdoor media was once defined as only bulletins and posters. As new outdoor display formats were introduced over the past century, the term out-of-home was used to define the expanding media landscape.

Out-of-home media has grown at almost twice the rate of in-home media over the past decade. The main reason is because more and more people are spending time outside of their homes, which enables out-of-home media to become an increasingly more efficient advertising conduit. Unlike other forms of media, out-of-home can create an impression with consumers close to a point of sale or be a constant reminder throughout the course of daily activity.

Source: OAAA "Planning for Out-of-Home Media"

### ***Transit Advertising***

Delivering unparalleled frequency, transit advertising is targeted, impactful, and cost effective. Bus and Rail advertising reaches people when they have money in-hand and are ready to spend. Select which Bus Depots or Commuter Rail Stations to advertise in to reach your desired audience, or utilize the entire system to reach a wide and diverse audience for a product launch or branding effort. Whatever your advertising goals, Transit Advertising can achieve them.

**Bus Advertising** - Bus Advertising combines the mass exposure of traditional outdoor advertising, with frequency and flexibility unique to transit advertising. Large, bold, and colorful, exterior bus advertising is inescapable. Whether it's the expressway, business district, nightlife area, shopping mall, or the suburbs, your advertisement reaches your audience when they are out of the house with money to spend and ensures that your message is the last one they see before making their spending decision.

**Commuter Rail Advertising** - Commuter Rail Advertising offers an array of formats that you can utilize to realize your advertising goals and engage your target audience.

**Interior Car Advertising** is an excellent way to reach your target audience in a captive manner. On average, riders spend 50 minutes each way, twice per day, 10 times per week on the Commuter Rail system.

**Commuter Rail Platform Posters** are the perfect way to speak to those affluent decision makers who are difficult to reach via other mass advertising media. Available in a variety of sizes, these large, colorful posters cut through the clutter and reach your customer in their own neighborhood.

### ***Banners***

**Street Banners** are an innovative media form that allows advertisers to blanket entire cities or target specific addresses with their brand and reinforce a company's reputation as a leader in their industry and community.

**Theme Banners** - Examples of Theme Programs include: New York City - The Fashion Capital of the World, Banking Capital of the World, Finance Capital of the World, and Shopping Capital of the World, as well as Dining, Arts & Culture, Sports, and Real Estate Capital of the World programs. These programs are generally sold to an advertiser on an exclusive basis.

**Special Event Banners** - Special Event Banners assist organizations in promoting high-profile citywide events. These banners have proven to be an invaluable way for companies to reinforce their involvement with special events leading up to the event date. Examples of these programs include: The Grammy Awards, US Open, MTV Video Music Awards, AFI Lifetime Achievement Awards, SF Jazz Festival and Lifetime TV "Women Rock" Concert.

**Convention/Conference Banners** - Similar to Special Event Banners, Convention and Conference Banners build excitement and promote industry meetings. With these programs, advertisers are able to associate themselves with a high-profile industry event. Examples of these programs include: New York Auto Show, Boat Show, Oracle World, Industry 212, and The Motorcycle Show.

**Museums** - Museums are a great attraction for all cities. Many advertisers will produce "Museum Exhibit" Banners to announce the latest exhibitions at museums across the country. These banners reinforce the advertiser's partnership with the museum exhibit.

### ***Kiosk Advertising***

**Telephone Kiosk Advertising** - Targeting hotels, investment banks, or entire neighborhoods, Telephone Kiosk Advertising provides targeted coverage, eye-level impact, and mass exposure. National and local advertisers alike utilize Telephone Kiosks to reach motorists and pedestrians where they least expect it. Used as a stand-alone media form, Telephone Kiosk Advertising is a powerful and cost-effective way to build your business. As one component of a multi-media campaign, Telephone Kiosk Advertising penetrates areas where other media forms are unavailable.

**Billboard Advertising** - Billboards are a traditional advertising form that delivers maximum reach and circulation. Different forms include Bulletins, Wallscapes, Construction Wraps, and 30-Sheet Posters. Located mainly on major highways or expressways, bulletins command very high traffic exposure. Because of the enormous size and the ability to "customize" messages with cut-outs and extensions, they afford greatest visibility.

**Bulletins** provide high impact, prestige and high circulation for many kinds of products and services. The two major types of bulletins are rotary bulletins and permanent bulletins. Rotary bulletins are moved to different locations every 60 or 90 days and give overall market coverage. This will increase overall reach and frequency. Permanent bulletins provide coverage to high traffic fixed locations. The bulletins remain at the same location for the duration of the contract. They are also used for selective geographic/demographic coverage (airports, convention centers, stadiums) and directionals.

### ***Shopping Mall Displays***

**Shopping Mall Displays** are strategically located throughout malls on Free-Standing 2- to 4-sided units containing directories. Generally backlit for high visibility, they afford concentrated coverage of shoppers with excellent 4-color display. The displays are located in high traffic areas in the malls and target shoppers at the timely decision-making stage. Also available are overhead displays and wall murals. Used as final point-of-purchase reminder for shoppers interested in consumer goods and services and as a directional aid to retail outlets. Advertisers are local, regional and national.

*Source: Wilkins/Titan Outdoor*

Be Media Smart. *Buy Media Smart.*<sup>™</sup>

*For more information on how you, as an SGMA member, can make out-of-home advertising a part of your overall media and advertising strategy, contact Blue Plate Media Services at 908-918-0202 or visit [blueplatemediacompany.com/SGMA](http://blueplatemediacompany.com/SGMA).*

**PRINT THIS ARTICLE**

**SEND THIS ARTICLE TO A FRIEND**

**EMAIL QUESTIONS OR COMMENTS ABOUT THIS ARTICLE**

**CONTACT YOUR MEDIA ADVOCATE AT BLUE PLATE MEDIA SERVICES**