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A guide to effective subway advertising by [Harry Tan](#)

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Billboards cost greatly these days, and savvy outdoor ads businessmen treat it as a piece of valuable real estate provided it's located in high traffic areas. Subway ads, however, cost much cheaper in this regard and it offers you multiple hits all at the same time. That's minimal cost, maximum exposure, since there are a lot of people using subways every day, and subway ads move through your target market. And this type of advertising works best for companies that have a decent budget and a broad customer base. Here's how to get started on Subway Advertising:

1. Determine how much exposure you need

Are you going to use the train only? Or other parts of the whole subway platform too? Wrapping the train with your ad will definitely take your message to where the people are. Your ad will be exposed along the route that the train takes. Advertisements inside the train are no different. They will also be able to reach the consumers that you weren't able to reach with other Advertising and Marketing media. Using the different ad spaces on the subway platform will also help you target the millions of people that ride the subway every day. No matter what you choose, subway advertising will make sure that your ad is exposed to a lot of people thus increasing its chances for success.

2. Plan your routes

Contact the Best Advertising Agency and ask if it's possible for your ad to run on your specified routes. It will increase the chances on hitting your target market. You can make advertisements that are colorful, eye catching, easy to use and budget friendly to reach your target market in different areas. With the help of an advertising agency, you will be able to increase your chances of creating an Effective Advertising campaign.

3. Design matters

Total recall is what you're aiming for, and to do that you have to have a design which features contrasting colors. Your copy should be limited to 8 to 10 words only, sometimes as low as 3 to 5 depending on the copy. Using big and humongous pictures will extremely help your campaign. Statistics show that the human mind only has 7 seconds worth of ad recall so make sure that you subway advertising counts and plan your layout carefully.

4. Quality material are important

Some industry insiders claim that the material used for ad campaigns is important. But actually, the material used is as important as the design itself. Never use cheap vinyl stickers. Instead, use stickers that can stand the elements. Laminating the stickers used in subway advertising could also be beneficial but also costs a lot. Choose a sticker which are durable, high-quality and easily removable so as to avoid destroying the vehicle's "skin". The same goes for other Subway Advertising platforms.

5. Monitor your campaign

They say that the sale doesn't end on the sale itself. You've got to constantly monitor the look and the exposure of your subway advertising campaign. You have to consistently check the material if it's worn out or check for any discoloration.

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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 SMRTMedia's [Effective Advertising](#) strategies.

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