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Bus shelter advertising: a brilliant advertising medium by [Harry Tan](#)

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There are a lot of people around the world who wait for a bus every day. And these idle moments wherein the commuters are bored and looking for something to pass their time, are the perfect opportunity to advertise a product. I mean, what better way to give the pedestrians something visually pleasing and engaging than investing in Bus Shelter Advertising? Bus shelters offer uncluttered, well-lit showcases for Advertising and Marketing, while being preserved in glass. They provide 24 hour visibility to both vehicular and pedestrian traffic at high-circulation locations, which are usually along main roadways of metropolitan markets. And they tend to be viewed as convenient, safe, clean, structures that house attractive, modern and up-to-date effective advertising.

But with such mediums, location is the key. When creating bus shelter advertising, brands should consider highlighting their latest or most popular product, and place them in areas of close proximity to an establishment in which it can be purchased. It is also important that these bus stop advertisements are strategically placed in shelters that attract affluent bus-riders. This will create a better call to action and of course, more Effective Advertising.

Bus shelter advertising can also stimulate impulse purchasing as long as it is near the point of purchase. And this is why the proximity of an advertisement to the point-of-purchase is vital. Research has shown that the bus shelter configuration can greatly enhance an advertiser's opportunity to have his copy read. A pedestrian walking on the sidewalk moves much slower than vehicular traffic and therefore, has more time to read a shelter advertisement. Cars are also often in stop-and-go traffic in major cities, therefore have more time to see an ad on a shelter. Bus shelter advertising is able to provide the marketer the opportunity not only to generate exposures, but to also trigger interest and readership of secondary, yet vital, copy.

You can contact the Best Advertising Agency to help you with your bus shelter advertising needs and concerns. Some agencies own bus shelters so it's important to contact one in order for you to get that ad space. They can also help you research more on what will work best for your company. They can give you tips and expertise and what you need to do in order to create an effective advertising campaign. They have professionals who are also skilled in creating unique advertisements that will truly capture the attention of your target audience.

Even if it's just as simple as bus shelter advertising, it's still important to prepare in advance. Make sure that you do your own research beforehand. Advertising and marketing is a huge investment not only in terms of money but also in terms of time and effort. You have to be willing to put in all of those to make your campaign a success. Once you have achieved effective advertising, you will be able to attract more customers, make your brand well-known, improve sales, and increase revenues. Bus shelter advertising is a brilliant and cost-effective way to do that.

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