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Advantages of digital billboard advertising by [Harry Tan](#)

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We all know that there is a lot of controversies about billboards and there are a lot of areas that are banning it already because of their concerns that they are too distracting for drivers. However, one study suggests that this isn't the case. Eighty percent of adults believe that digital billboard advertising actually aids motorists in receiving important information, along with a comparable majority who are opposed to banning them. The truth is, over time, all signs, all billboards, will go digital. Of course, many of the old billboard rules still apply such as all texts should be a minimum 18" tall in an easily readable font. Dynamic, contrasting colors and other attention-grabbing are also a must. And don't forget the most important part: location.

However, there are also new rules and strategies that should be applied specifically to Digital Billboard Advertising. This medium of Advertising and Marketing may be more expensive to implement than the conventional type but it is still in many ways, the safer bet. With a digital billboard, you can create multiple billboard presentations, narrow them down to the most promising few, and try them out either on trial-and-error basis or a daily or even hourly rotation. It also makes for a fairly easy cost-sharing mechanism. Rather than pay for a 24/7 billboard display, you can buy a timeshare at a location with rotating ad displays.

Digital billboard advertising definitely provides more effective advertising and visual displays than conventional billboards. The increased adaptability of this medium of advertising and marketing means that it is able to help diminish the controversy surrounding billboards. They have sensors and brightness controls that will allow the communities to establish brightness standards for displays that reduce the concerns of driving distractions. With a clear, bright visual display, advertisers won't have to get overly clever with their message just to grab someone's attention. They can just stick to the bare essence of their message and let the digital display do the heavy lifting and the results should speak for themselves.

But in order to accomplish Effective Advertising through digital billboard advertising. You will need a software program to develop, deliver, and run your advertisement. Contacting the best advertising agency will be the perfect solution for this because they already have a team of professionals who can provide you with the expertise and the resources that you need in order to make your campaign a success.

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A Singapore-Based Company, SMRTMedia offers expertise in Outdoor a [Advertising and Marketing](#) which has made them the a [Best Advertising Agency](#) that offers a [Subway Advertising](#) and a [Digital Bus Advertising](#) for an a [Effective Advertising](#) campaigns.

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