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What is Digital Billboard Advertising?

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Digital billboards are becoming more popular due to their eye-catching LED screens and their ability to produce more advertising revenue for billboard companies. They consist of electronic image displays that present multiple static advertisements on a rotating basis. Larger outdoor billboards appear alongside roadways, while smaller indoor billboards appear in entertainment venues, such as sports arenas. Outdoor digital Advertising Billboard uses the same dimensions as standard, static billboards. The most common sizes are the Poster, which is at 12 feet by 24 feet, and the Bulleting, which is at 14 feet by 48 feet. These billboards use hundreds of light-emitting diodes or LEDs to create an image. Larger indoor digital billboard advertising also uses the same LED-based displays as outdoor digital billboards. While smaller indoor digital billboards may use liquid crystal display or LCD video screens, similar to computer monitors and televisions.

However, digital billboard advertising can be a bit complicated than static billboards. For this kind of outdoor advertising, it would be better to contact the best Ad Agency you know to help you throughout the process. A small computer is attached to the digital billboard and it serves up the advertising images to the display screen. Advertising agencies can update the advertisements on these billboards remotely, by using the wireless cellular phone network to access the billboard computer. A designer produces the digital advertisement on a computer, which can be uploaded to any number of displays. Digital billboards display advertisements for 6 to 10 seconds, with as many as eight businesses sharing one billboard.

The great thing about digital billboard advertising is that digital billboards save time and offer design flexibility. While traditional billboards had to be printed, pasted and removed by hand, all updating for digital billboards happens through the computer. This allows advertisers to change billboards frequently and provide time-sensitive information more immediately.

However, these digital displays also have several advertising limitations. LEDs can only be one color at a time, which makes fine lines and shading difficult to display accurately. Digital billboards also show several advertisers per location, making exclusivity an issue. Costs can also be an issue for small businesses with small budgets, since monthly fees are often double the amount for a traditional billboard. For the limitation with LEDs, this can easily be overcome by incorporating the latest technology. But as for the cost, digital billboard advertising may not be the best option for small businesses with small budgets.

Unfortunately, there are also several areas that have limited or banned the use of digital billboard Marketing And Advertising due to their perceived potential to increase a so-called â€œdriver distraction.â€• Some communities also have restricted digital signage to decrease visual blight. So make sure you check first the state or local laws and regulations about digital billboards before you put it up. Contacting an advertising agency will not only help you with the billboard making process but also with looking for the perfect location for your digital advertisement. Effective advertising requires a lot of planning, hard work, and also help from people who know how to handle these situations best.

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