

Why use Outdoor/TSA (Transit Shelter Advertising)?



As the effectiveness of other medias are slipping away, outdoor media is being seen by larger and larger audiences — as society is spending longer periods of time commuting and away from their homes, chasing from one thing to another. Thus, more time away from the home = more time in front of the outdoor advertising.

Transit Shelter/Outdoor advertising is a **very** powerful way to reach people where they live, work and play each and every day. It is a media that is part of our everyday environment – and when used with creativity, it creates brand new ad spaces where none existed before.

Whether your target audience drives a car, rides the city bus, walks or bikes to work, they will still pass by the advertising units daily. Even if the target audience is just on their way to Grandma's house for Sunday Supper, your ad is always visible 24/7 365 days a year!

Ad spaces can stop people in their tracks, and it's one of the most cost-effective advertising options available!

Comparing TSA outdoor ads to other advertising options:

Unlike TV, radio or print, TSA/outdoor media **cannot** be turned off, or put down, or thrown out. Viewers cannot fast forward through an TSA outdoor ad. Outdoor Transit Advertising Medias can however, be strategically placed.

With TV, radio, print and the Internet, consumers have the ability to change the channel, fast forward, turn the page (or miss the page!) change or close the browser window before an ad has even finished loading! Outdoor is possibly the last place where consumers do not control the ad space. This gives advertisers unprecedented control over how and where an ad is seen. Outdoor gives advertisers more control over their ad, and is immune to the "TiVo effect"

(TiVo :is a digital video recorder (DVR) developed and marketed by TiVo, Inc. and introduced in 1999. Using a TiVo, allows the consumer to skip through commercial ads as their program is now "taped" vs sitting down watching a regularly scheduled show which commercials cannot be fast forwarded through.)

Thus other advertising media's have less and less control over their ads with the newest technology of internet, DVR recorders, NetFlix where the "TiVo effect" is immune, as you can completely SKIP through or avoid movies/shows with commercial ads!

**Advertising 24 Hrs/Day
365 Days A Year
306 Call Nikki
960-1552**



www.peoutdooradvertising.ca