

OAAA Billboard Rural Economic Impact Study

- In rural markets, at least 90 percent of all billboards advertise **local, small businesses (with less than 50 employees)**.

These businesses rely on billboards as their primary efficient means of advertising to the traveling public.

- In rural, small town America where outdoor advertising is typically the only available, efficient and affordable outlet for the businesses which utilize billboards.
- The reasons are three-fold:
 1. The businesses are small and often lack the revenues needed for more expensive social media, broadcast or print buys;
 2. The businesses are very local, by definition very place specific, and do not want the broader reach of broadcast media, even if they could afford it;
 3. **Most important, the principal target customer for the small, local business is the automobile traveler- tourist who cannot be reached efficiently: by radio, television; or social media purchase. Only a place-specific billboard is guaranteed to reach the traveler-tourist.**

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www.PositivelyOutdoor.com