



Benefits of Outdoor Advertising for Local and National Communities

Billboard, or out of home advertising (OOH), continues to grow in popularity among businesses of all sizes. Especially for small to medium businesses in local and rural areas throughout Utah and the United States. Here are some of the quick benefits of OOH. See more information at www.positivelyoutdoor.com.

In 2022 OOH spending increased 11% to \$1.9 billion nationwide. 65% were local advertisers. Estimates show that 80% of small businesses would lose business by more than 18% without billboards.

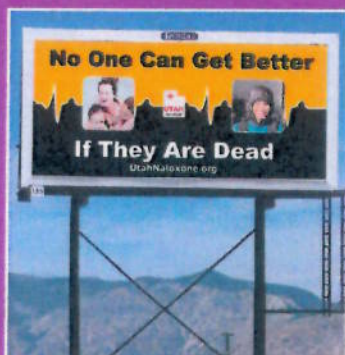
- The industry employs more than 9 million workers who promote local goods and service.
- One out of three OOH ads promote travel and tourism; important to Utah's rural areas.
- A large portion of businesses rely on travelers where billboards are imperative—hotels, motels, resorts, restaurants, and fuel stations.
- The industry annually spends more than \$500 million in public service announcements, and regularly assists in emergency management—amber alerts, silver alerts and other public services.

Ski Utah increased its Fifth Grade Passport participation by more than 100% with billboards.



The Utah Period Project attributes its billboard campaign in helping influence passage of a policy to provide period products in schools for Utah's young women.

Utah Naloxone was able to shift the culture in Utah, saving more lives from opioid overdose death by helping people and communities become more aware and informed on the benefits of Naloxone. The organization attributes its success to effective outdoor advertising.



The OOH industry is increasingly partnering with cities to provide informational benefits for communities and businesses that respect residential and business locations.



Reagan Outdoor successfully worked with the City of Millcreek, Utah to provide signage using the latest in digital technology to provide valuable information about Millcreek Common and local businesses.

Provided by Positively Outdoor.

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