



"Put Your Message on the Original Superhighway"

One of the most effective ways to promote your online business is to advertise on the original superhighway: **outdoor advertising.**

Calvin Coolidge, He's Our Man!

Reagan National Advertising wanted to demonstrate the effectiveness of outdoor advertising, so they conducted a survey in their Austin, Texas market. Over 300 people were called in a preliminary survey and they found that less than 1% could identify the 30th President of the United States. 30% correctly answered the test question identifying Rick Perry as the current Lt. Governor of Texas.

Subsequently, they posted 48 30-Sheet posters (reaching the equivalent of 100% of the Austin Market population every day) for 60 days. When surveyed again, they found that the awareness of Calvin Coolidge being the 30th President has increased **2300%**, while the awareness of the Lt. Governor of Texas did not change at all.

Inquiring Minds Want To Know

Not only were the results of the study impressive, but they were amazed by how many people went to the website. The website briefly mentioned what the Calvin Coolidge posters were about and offered visitors a chance to win a free t-shirt and register for a free billboard.

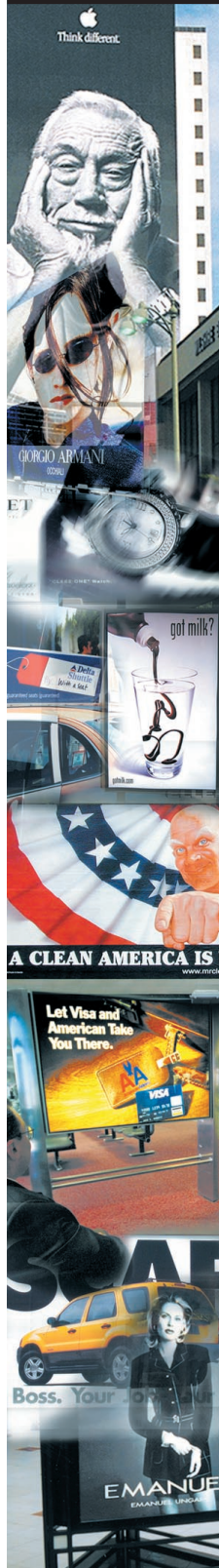
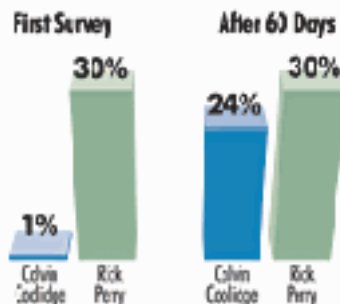
There were **36,596** unique user sessions and over **5,400** people visited the registration page. Of those 5,400, nearly 2,500 people registered for the free t-shirt and billboard.

Bear in mind that the posters did not even have a call to action -- it was just the people's curiosity that motivated them. They remembered the website long enough to get to their computer and get online.

Outdoor lets you reach the greatest number of people at the **lowest** possible cost.



2300% Increase In Awareness



Source: Reagan National Advertising; reaganadv.com

"The Choice is Clear!"

