

OUTDOOR MARKETING SOLUTIONS

BSeen24-7.com

Profitable Billboard Rentals, Design & Printing

Billboard For Rent 518.353.0110



**MEDIA
KIT**

518-353-0110

P.O. Box 712

Malone, NY 12953

bseen24-7.com

royal@bseen24-7.com

ABOUT US

Who We Are and What We Do

Royal Forgues has been established for over 28 years in the print/graphic design/advertising industry as past owner of Fasprint; we understand what businesses need and what customers are looking for. We offer quality marketing to give all types of businesses exceptional opportunities. Our experience with advertising enables us to provide a high-impact product that will be effective for all our clients.

Bseen24-7.com provides fast, courteous service from our headquarters conveniently located in Malone, NY.

With numerous premium billboard locations throughout Northern New York, our goal is to help your business succeed with our multitude of solid, proven products.

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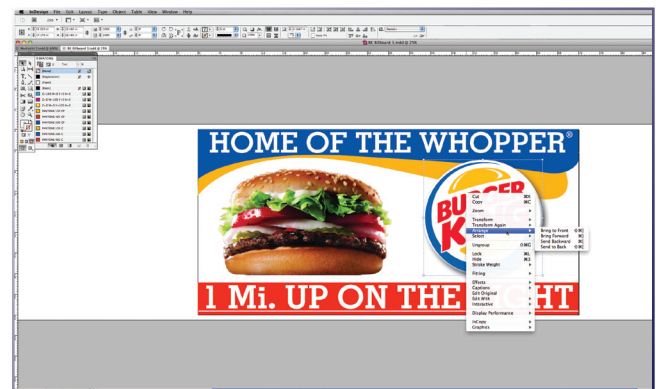
Billboards



Wide Format Printing up to 16'x150'



Vehicle Wraps



Professional Design

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WHY OUTDOORS?

The Can't-Miss Marketing Solution

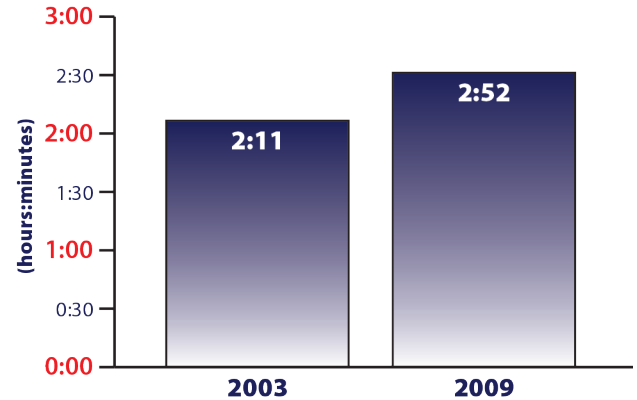
If you're skeptical about the benefits of outdoor marketing, here are a few points and statistics that may help to convince you how powerful it can be:

- **Cost-Efficient:** Outdoor marketing offers a considerable return on investment for a comparatively low overhead.
- **Frequency:** Today's customers are always on the move, so what better way to get your message out than on their way to and from their destinations? A properly-placed billboard will be seen hundreds of thousands or even millions of times year-round!
- **An Unavoidable Message:** Outdoor Marketing delivers your message in a way that can't be ignored. Your customers can't change the channel, turn the page or tune to a different station.
- **Complements Other Media:** Outdoor Marketing has been shown to be an excellent complement to other advertising formats such as radio, television, direct mailing, print and web. Improve the impact of your message by keeping it in customers' minds!
- **Targeted Delivery:** An outdoor marketing campaign can be designed and placed according to your individual needs, and can be customized to whatever your target demographic and geographic group may be! Cast your net wide to draw a mass audience or narrow your scope to a particular crowd, or anything in between.



Average Weekday Time Spent In-Car

31% Increase from '03-'09



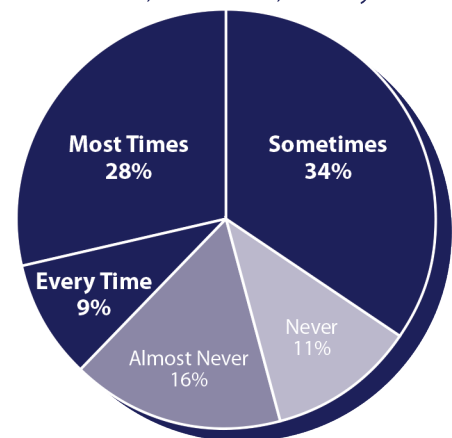
During a 2003 national in-car media survey, Arbitron found that Americans averaged 2 hours and 11 minutes in their cars during an average weekday. In 2009, Americans are reporting spending 2 hours and 52 minutes in their cars per weekday—a 31% increase.

SOURCE: ARBITRON NATIONAL IN-CAR STUDY 2009

Based on US residents 18 or older who have traveled in any vehicle in the month preceding interview.

71% of Travelers Notice Billboards

Sometimes, Most Times, or Every Time



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BENEFITS OF BILLBOARDS

How Billboards Benefit Small Towns

Billboards and other forms of outdoor advertising media are sometimes the subject of controversy. We hope that some of the points laid out here will help to convince you that billboards can be beneficial not only to business owners, but to the community as well.

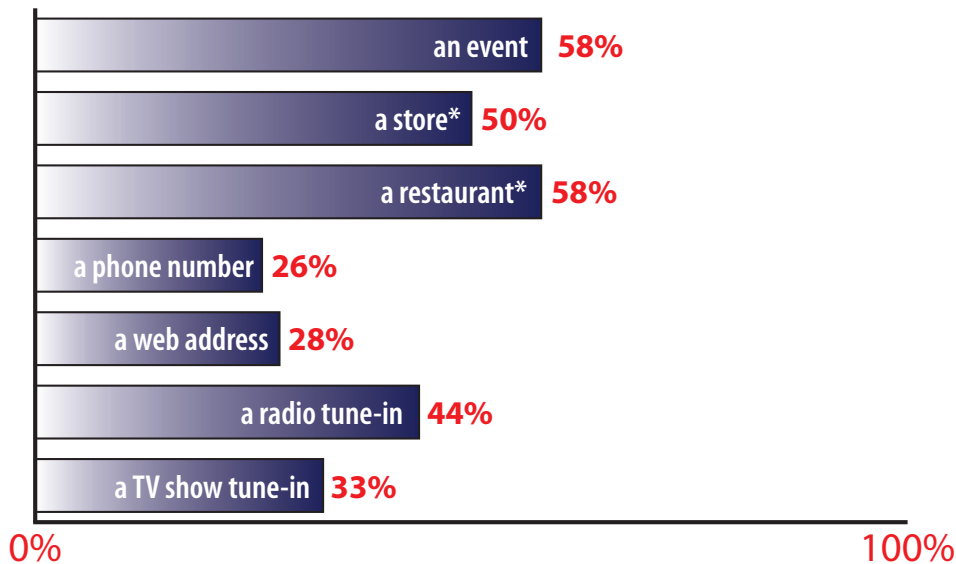
As you can see in the chart below, according to Arbitron's 2009 in-car study, outdoor marketing can have a profound effect on the actions and behavior of customers who view them.

Respondents were asked to recount times when seeing a billboard later resulted in action. The numbers don't lie—slightly over half of respondents indicated that billboard advertisements played some role in their patronage of a store, restaurant, or community event.

With an effect this significant, it's easy to see how billboards can help drive local sales and economic growth.

Billboards Move Consumers to Act[†]

On a roadside billboard, have you ever learned of...



[†] based on respondents who noticed ads

* which you later visited

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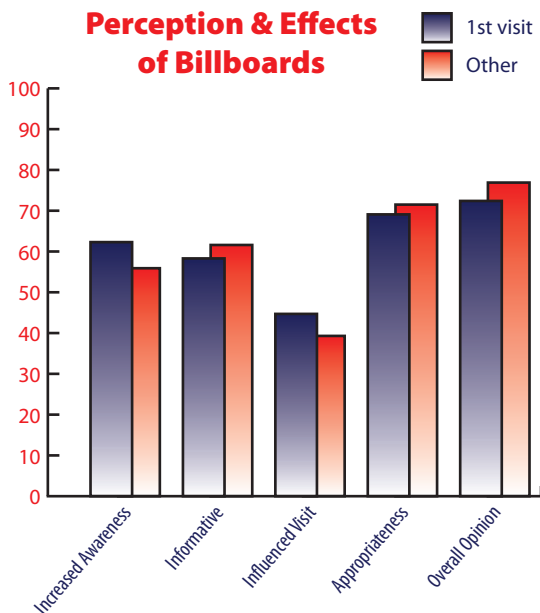
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Billboards provide a valuable service in the form of reliable dissemination of information. From nonprofit groups to community events to medical services, billboards advertise anything and everything, and their ability to compel action is an invaluable tool in stimulating community action.

The March 2010 publication of the Journal of Healthcare Management delved into the subject of billboard advertising for healthcare organizations. Their research offers valuable insights into the public's views on the use of billboards, and supports their efficacy and viability for advertising not only the healthcare industry, but other fields as well.



Five factors were measured in the study: whether the billboard increased their awareness of the clinic, whether they saw the billboard as informative, whether it influenced their visit to the clinic, its the appropriateness of billboards in advertising health services, and their overall opinion of billboards. Those who participated in the study were asked to rate each factor on a scale from 1-7.



The bars on the graph to the left indicate those respondents who had a positive response to each factor, scoring it 5 or greater.

The findings offer empirical evidence that the public is in support of billboards. For the first time, the people have been asked whether *they* thought billboards are a good thing, and we are happy to know they replied with a resounding "YES!"

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SIZE MATTERS!

Factors Affecting Visibility and Effectiveness

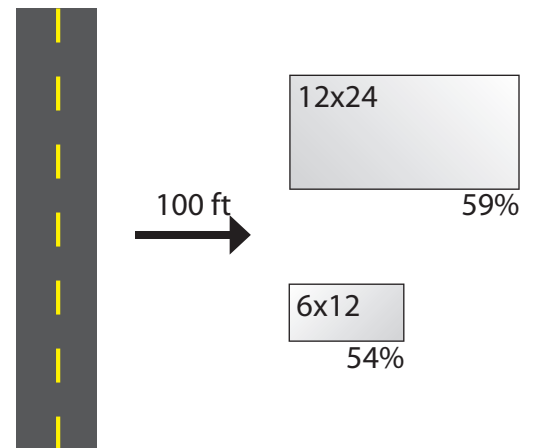
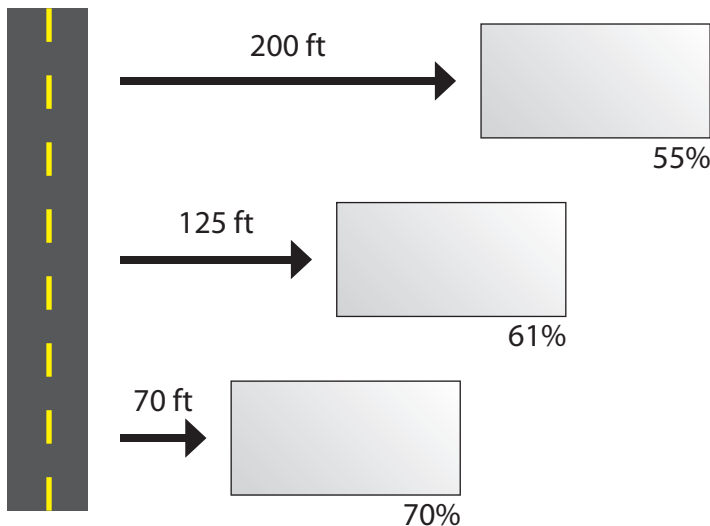
There are numerous factors affecting the visibility and effectiveness of an individual billboard, and knowing how the size and positioning of your outdoor marketing installation impacts its effectiveness can help you make the most of it.

The Traffic Auditing Bureau, one of the nation's leading research groups when it comes to studying the effectiveness of outdoor marketing, uses a proprietary rating system called a "Visibility Adjustment Index," or VAI. VAIs take into account the numerous variables that determine how visible a particular billboard will be, and which in turn has a direct correlation to its effectiveness in delivering its message.

The six factors used in determining Visibility Adjustment Indices are format, size, position, angle, distance, and road type.

When considering just one size and format, the distance from the road has a definite effect on overall marketing performance.

At distances of 200 feet, a standard bulletin on the side of the road can be expected to be noticed by approximately 55% of passers-by, while that figure jumps to 70% when the same bulletin is placed a mere 70 feet from the roadside.



Above: At equal distances, larger formats are proportionally more effective at being noticed. As square-footage increases, visibility increases logarithmically. At 100 feet from the road, you could reasonably expect about 59% of passers-by to notice one of our standard 12x24 billboards.

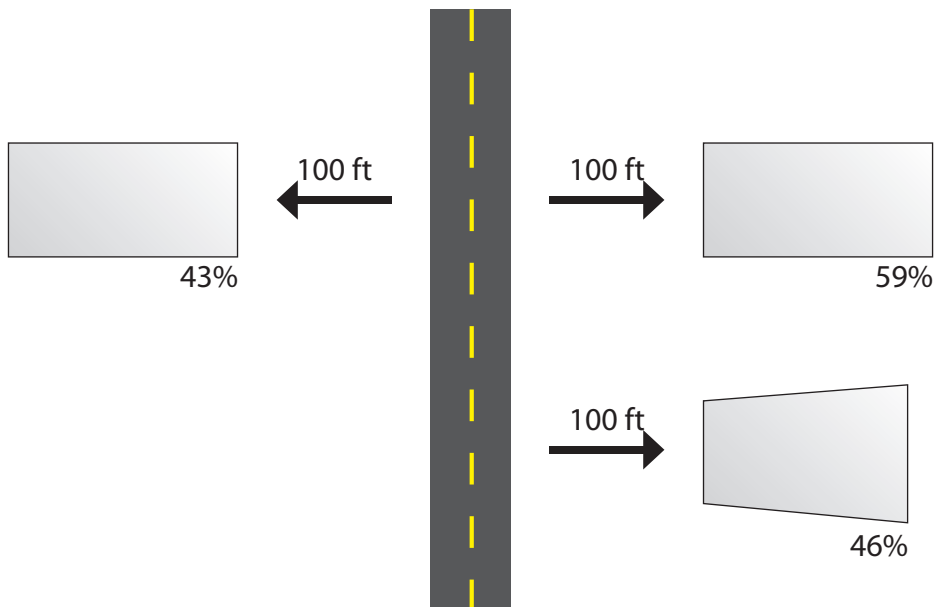
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All other factors being equal, one of the most important factors in determining visibility of a marketing piece is its positioning. Which side of the road a bulletin is placed on matters a great deal, as does the angle relative to the road.

A billboard on the right-hand side of the road will draw more views than one on the left, simply because that is the side of the road that the average driver will be paying attention to. Compared to a 43% viewership at 100 feet on the left side, the same billboard placed an equal distance on the right enjoys a visibility of 59%!

Bulletins placed to face parallel to the road are also markedly more effective than those that are displayed at an angle. Compare a 46% visibility rating on a billboard placed at a modest angle to the robust 59% visibility of the parallel billboard.



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DESIGNING FOR OUTDOORS

Tips for Successful Marketing Design

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RODENT CONTROL SPECIALISTS
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Jock Pest Control
& Nuisance Wildlife Control
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Serving Through Franklin, Clinton and St. Lawrence Counties

Bat Evictions Without Harm
JOCK PEST CONTROL
BAT CONTROL SPECIALISTS
NYS License
(315) 250-8230

BOLD. SIMPLE. EFFECTIVE.

Bseen24-7.com is fully-staffed with a team of experienced design professionals who are available to guide you through the process of creating your outdoor marketing installation. They will work with you to design an effective advertisement to suit your needs!

- **Identification:** Your message, product, or service should be clearly defined.
- **Short Copy:** Keep it short and simple.
- **Legible:** Typography should be legible and easy to read from a distance and while moving.
- **Images:** Images must be bold, iconic, and striking—catch their attention and convey meaning.
- **Bold Colors:** Your design should stand out from the surroundings, and demand attention.
- **Know Your Location:** You should design around the location for maximum visibility. For example, if there will be trees behind the billboard, you should avoid using the color green.
- **Innovation & Creativity:** The message will be more effective if it is memorable.

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BILLBOARDS

12'x24' and 12'x48'

Go big, get results. Billboards are an unmistakable marketing tool that simply can't be ignored. Located on busy highways and high-traffic routes, billboards are instrumental in getting your message to today's mobile consumer.

Make a splash and be heard with a bold, striking canvas that demands attention. With options for illuminated signs, you can ensure that your message is Bseen24-7 day or night, rain or shine 365 days a year!



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Billboard Referral Program

**Earn
\$250
for Referrals**

Help fellow businesses become more successful when you refer them to our billboard advertising program. As our way of saying "thank you" for your referral, please accept a: \$250 **check** when your referrals become a **BSeen24-7 billboards** client.

*Who can a **billboard** help?*

We serve businesses across the North Country, so you can confidently refer **BSeen24-7 billboards** to peers in any industry, who want to increase their revenues, including:

- New Business
- Restaurants
- Construction/Contractors
- Lawyers
- Seasonal
- Nonprofits
- Architects
- Any Self-Employed
- Medical Offices
- Retail
- Hospitals
- Auto Dealer

Your Name and Company Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Names of Referrals

1. Company Name: _____ Contact Name: _____

Company Address: _____ Zip Code: _____

Phone: _____ Email: _____

2. Company Name: _____ Contact Name: _____

Company Address: _____ Zip Code: _____

Phone: _____ Email: _____

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WIDE FORMAT PRINTING

Think BIG

Do you need a large poster, banner or sign? Whatever your wide format needs, Bseen24-7.com can help!

We have several options available for your printed media, from gloss or vinyl to backlit materials. Your poster, banner or sign can be up to 16 feet wide with no limit on length. For wider dimensions, your project can be printed in panels.



Our graphic design team will work with you to make your dream come alive!

VEHICLE WRAPS

Marketing on the Move

What better way to get the message out to your customers than to bring it directly to them? If you have a company vehicle, you can turn it into a mobile billboard or advertisement!

The power of this unique advertising method is in its flexibility. Use your vehicle to simply spread the word around town, or park it at specific venues such as schools, sporting events and conventions to target whatever demographic you want.

Bseen24-7.com makes marketing on the move simple and economical!



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FRANKLIN COUNTY SUICIDE PREVENTION COALITION

IF YOU OR SOMEONE YOU KNOW IS THINKING ABOUT SUICIDE

CALL NORTH STAR CRISIS LINE:

(518) 483-3261

WITH HELP COMES HOPE

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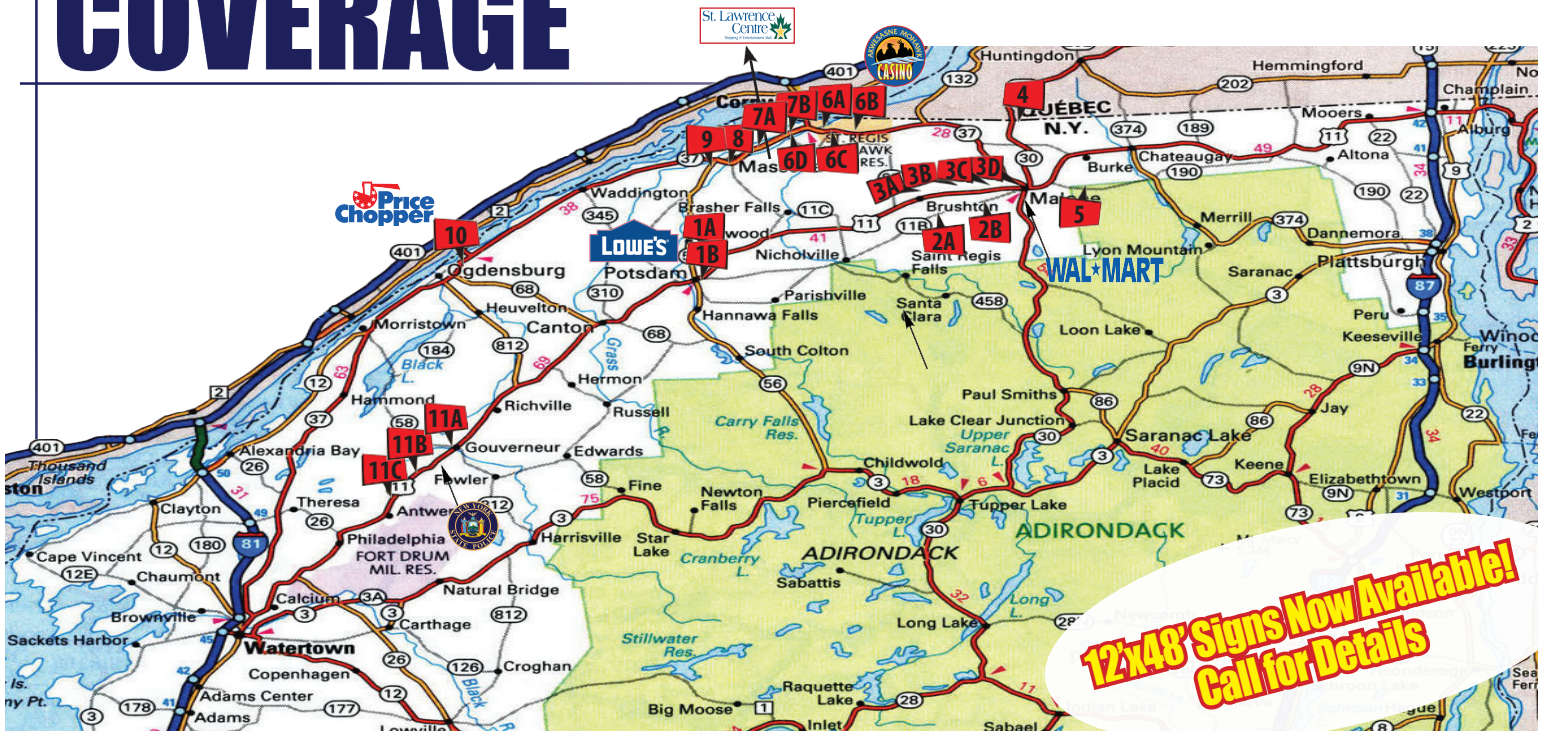
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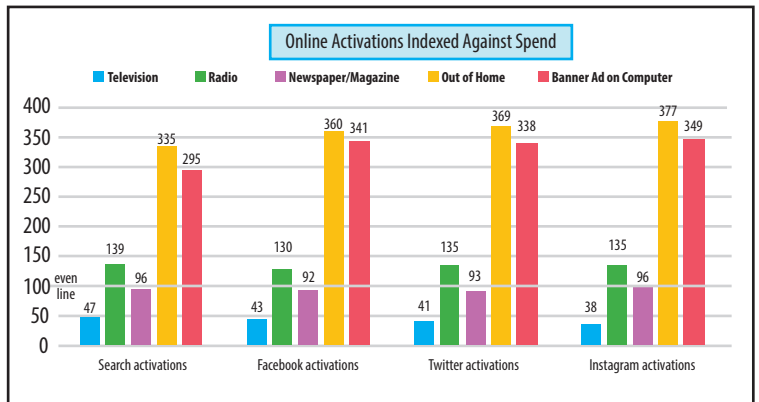
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COVERAGE



LOCATION	RATES	RATES ILLUMINATED	YEARLY TRAFFIC	WEEKLY TRAFFIC
1 Potsdam Rte 56 - A & B	\$495.00	\$595.00	5,822,480	111,664
2 Malone Rte 11B - A & B	\$395.00	\$495.00	1,647,580	25,844
3 Malone Rte 11 - A, B, C, D	\$395.00	\$495.00	6,653,220	127,596
4 Malone Rte 30	\$395.00	\$495.00	1,058,135	20,295
5 Malone Rte 24	\$395.00	\$495.00	1,592,130	30,534
6 Hogansburg Rte 37 - A, B, C, D	\$495.00	\$595.00	4,549,725	87,255
7 Massena Rte 37 East - A & B	\$495.00	N/A	2,520,124	58,996
8 Massena Rte 37 West	\$495.00	\$595.00	3,076,220	49,553
9 Massena Rte 56	\$495.00	\$595.00	1,789,595	34,321
10 Ogdensburg Rte 37	\$495.00	N/A	1,389,920	26,656
11 Gouverneur Rte 11 - A, B, C	\$495.00	\$595.00	2,359,360	45,248

Canvas: \$2.25 per square feet Size 12'x24'



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**IN POTSDAM
MASSENA
MALONE** | **HOGANSBURG
OGDENSBURG
GOUVERNEUR**

Washington, DC (November 29, 2017) - Out of home billboard advertising is more effective in driving online activity when compared to online banner ads, according to a new study released by Nielsen. The study found billboard delivers more online activity per ad dollar spent compared to online banner ads and other offline media.

Nearly five in 10 US adults (46%) have used Google, Bing, Yahoo, or another Internet search engine to look up information after seeing or hearing something advertised on a billboard format in the past six months.

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