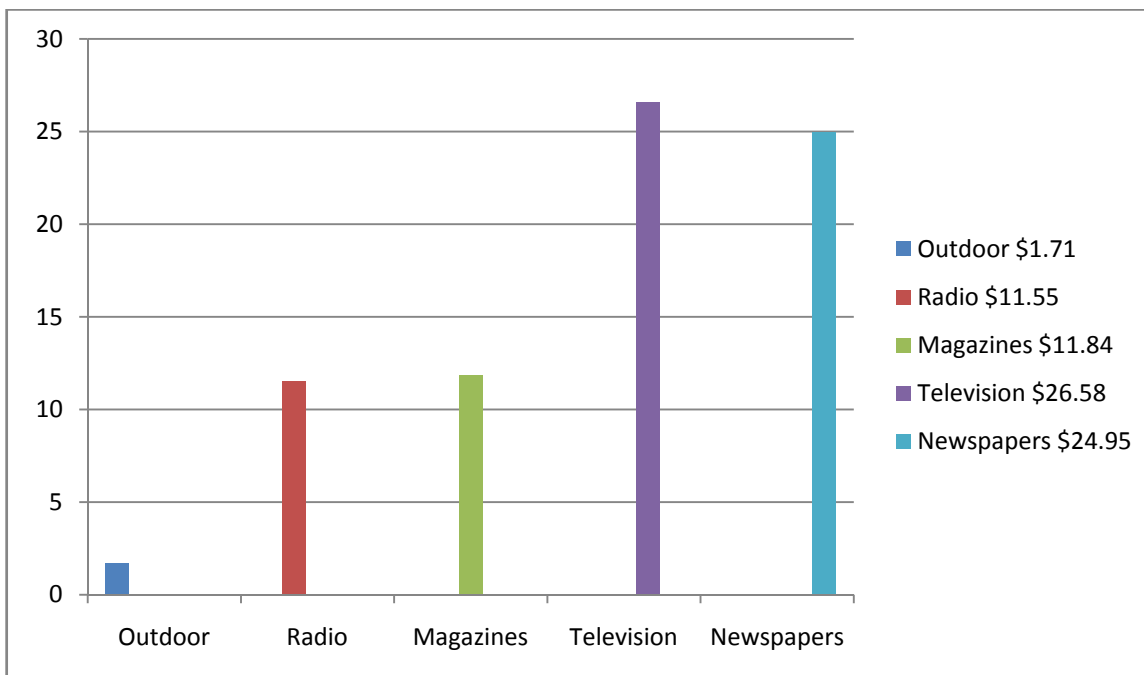


## Why Outdoor?

Think Big!!

Whether you're a large advertising agency or a mom and pop store –Outdoor is the right choice for your advertising needs. You can reach your target audience at a fraction of the cost of any other method of advertising and your ad can't be turned off, thrown out, or missed. In the world of Outdoor, every business is big business. The brands you know – Coke, Budweiser, Dodge, Les Schwab, McDonald's – all love Outdoor - plus the neighborhood car dealership and the coffee shop up the street can get the same benefit as the national companies by using Outdoor Advertising.

AVERAGE ADVERTISING COSTS PER CPM BASED ON TOP 100 MARKETS



AVERAGE ADVERTISING COSTS PER CPM FOR CALENDAR YEAR 2005

TYPE OF ADVERTISERS	TYPE OF ADVERTISEMENT	COST
1. Outdoor (top 100 markets)	30 sheet posters 350 weekly GRP	\$ 1.71
2. Radio (top 100 markets)	30 second spot	\$ 11.55
3. Magazines	newsweeklies/fashion	\$ 11.84
4. Television	30 second primetime network	\$ 26.58
5. Newspapers	1/3 page black & white	\$ 24.95

Based on top 100 markets in the US Source: SQAD (Winter 2005), Media Dynamics, Inc.

## What makes Outdoor advertising a better choice?

1. **Constant Exposure** – Outdoor delivers your message over and over, seven days a week, month after month, 24 hours a day.
2. **Flexibility** – You can place advertising in locations reaching everyone coming into or leaving your specific market.
3. **Low Cost Per Thousand** – No other advertising medium reaches as many people as often as Outdoor.
4. **Impact** – Outdoor's large visual displays create a huge impact on your customers.

## Media Comparisons

### Television versus Outdoor Advertising

Today, 40% of the total television audience spends less than 90 minutes a day watching television between the hours of 6:00 a.m. to midnight. With the advent of features like TiVo, the television audience can filter out all advertisements, thus minimizing the viewing audience for advertisements even further.

Outdoor advertisement catches viewers when they are away from their homes during the course of their daily activities. There is no filter, no time when the advertisement isn't available. If your customer is passing by your billboard, they will see it regardless of the time of day.

Outdoor advertising allows the advertiser to choose the market area that is most likely to bring them the best advertising results. In addition, Outdoor reaches light TV viewers who tend to be younger and more affluent than heavy TV viewers. There are more than three times as many prospect impressions per dollar in Outdoor than there is with television.

### Radio versus Outdoor Advertising

There are approximately 3.3 times as many prospect impressions per dollar with Outdoor than there is with radio.

The greatest volume of radio listeners occurs during drive times. With the increasing popularity of the iPod and satellite, the radio audience is shrinking. In order to get your message across in radio, your customers must have the radio on the station you are advertising with, at the time your advertising is on. Outdoor advertising is ALWAYS "on".

### Newspaper versus Outdoor Advertising

The newspaper media has become more of an on-line media – delivery circulation is shrinking as people pick and choose the news stories they are interested in on-line without having to sift through advertisements and unwanted news stories. In addition, newspapers have a very short shelf life. Often advertiser messages are thrown out with the garbage unread. Outdoor is available all day long, every day, for as long as the advertiser chooses.

Outdoor advertising offers more than 6.6 times as many prospect impressions per dollar than newspaper advertising.

Sources for information: OAAA – SQAD (Winter 2005), Media Dynamics, Inc.

For more information on outdoor advertising – visit – [WWW.OAAA.ORG](http://WWW.OAAA.ORG)



### **Why choose Meadow Outdoor Advertising?**

Meadow Outdoor Advertising has been in the billboard business for over 40 years. We provide unique, high traffic, display locations throughout Oregon, Washington, Idaho, Wyoming and California.

Our sales representatives have vast experience in working with large and small companies. We don't just sell you a billboard location, we find out about your business, we look at the market you want to target and give you suggestions on how to maximize your market exposure.

If you don't have experience in designing a billboard, our representatives can help you there as well. We have a team of artists who specialize in outdoor design. We can help you design an effective billboard display that will capture the attention of your audience. Our goal is to help you increase the profitability of your business through effective billboard advertisement and we're experts at doing just that.

Our job doesn't just stop with the installation of your initial display. Many of our customers want multiple copy changes each year. We can help you with the design, printing, and installation of as many copy changes as you wish. You can be as involved as you want in this process, or you can give us a schedule and let us handle it for you.

We keep your business in mind throughout the year. If a billboard that is a good fit for your business becomes available, we will contact you. If we see that your display needs cleaning, we will schedule that. If the vinyl for your display fails, we will replace it. If your billboard is illuminated, we check on the lighting every month.

We pride ourselves in offering premier service to each and every customer. Your personal sales representative is just a phone call or e-mail away and is always available to help you with all of your questions and issues. Just one call to one person who will answer your questions or do all of the research to get those questions answered.

All of these reasons make Meadow Outdoor Advertising the choice for your outdoor advertising needs.

## Meadow Outdoor Advertising Market Information

**Wyoming:** Our billboards in Wyoming include locations on I-25, I-80, I-90, Hwy 14, Hwy 20-26, and Hwy 89, in Afton, Alpine, Buffalo, Casper, Cokeville, Douglas, Greybull, Kaycee, Lyman, and Rawlins.

**Idaho:** Our billboards in Idaho include locations on I-15, I-84, I-86, I-90, Hwy 12, Hwy 20, Hwy 24, Hwy 26, Hwy 30, Hwy 55, Hwy 93, and Hwy 95, in American Falls, Arco, Blackfoot, Boise, Burley, Caldwell, Cascade, Challis, Cottonwood, Council, Ferdinand, Fruitland, Grangeville, Greenleaf, Heyburn, Homedale, Idaho Falls, Jerome, Kellogg, Lewiston, Malad City, Nampa, Parma, Payette, Pocatello, Raft River, Rexburg, Rigby, Riggins, Rupert, Salmon, St Maries, Sweetwater, Tuttle, Twin Falls, Ucon, Wallace, Weiser, and Wilder.

**Oregon:** Our billboards in Oregon include locations on Hwy 3, Hwy 6, Hwy 7, Hwy 11, Hwy 18, Hwy 20, Hwy 26, Hwy 30, Hwy 34, Hwy 35, Hwy 42, Hwy 58, Hwy 62, Hwy 74, Hwy 78, Hwy 82, Hwy 86, Hwy 95, Hwy 97, Hwy 99, Hwy 99W, Hwy 101, Hwy 126, Hwy 140, Hwy 199, Hwy 201, Hwy 214, Hwy 281, Hwy 331, Hwy 395, Hwy 730, I-5, I-82, I-84, and I-105 in Albany, Astoria, Baker City, Bandon, Beaver, Beaver Marsh, Bend, Boardman, Brookings, Burns, Canyon City, Cascade Locks, Cave Junction, Chemult, Chiloquin, Coos Bay, Corvallis, Cottage Grove, Crescent, Creswell, Diamond Lake Jct., Elgin, Elsie, Enterprise, Eugene, Garibaldi, Gold Beach, Grand Ronde, Grants Pass, Hamlet, Hebo, Heppner, Hermiston, Hood River, Imbler, Irrigon, Island City, John Day, Jordan Valley, Klamath Falls, La Grande, La Pine, Langlois, Madras, Manzanita, McDermitt, Milton-Freewater, Monmouth, Monroe, Mt. Vernon, Myrtle Point, Nehalem, Newport, North Powder, Nyssa, Oakridge, Ontario, Oretown, Pendleton, Philomath, Pilot Rock, Portland, Prineville, Redmond, Riley, Rockaway, Roseburg, Rufus, Salem, Seal Rock, Seaside, Springfield, St. Helens, Stanfield, Sutherlin, Svenson, Sweet Home, Tenmile, The Dalles, Tillamook, Troutdale, Umatilla, Vale, Valley Jct., Warrenton, Westport, Wheeler, Wilsonville, Winchester, Wood Village, Woodburn, and Worden

**Washington:** Our billboards in Washington include locations on Hwy 7, Hwy 12, Hwy 14, Hwy 97, Hwy 101, Hwy 131, Hwy 142, Hwy 197, Hwy 167, and Hwy 395 in Addy, Bingen, Camas, Chewelah, Clarkston, Colville, Dallesport, Elma, Goldendale, Ilwaco, Kettle Falls, Loon Lake, Morton, Mossyrock, Omak, Oroville, Randle, Salkum, Silver Creek, Spokane, Tacoma, Walla Walla, and Wapato

**California:** Our billboards in California include locations on Hwy 101, Hwy 99, Hwy 152, I-80, and I-84, in Fairfield, Gilroy, Hayward, Los Banos, Madera, Madrone, Prunedale, Redwood City, and Vacaville.



## PRINT READY ART REQUIREMENTS

Please send your print ready files to us in the following format:

1. Build your file to equal a ratio of 1 inch = 1 foot – this keeps your file size manageable and prevents over building and under building of the design.
2. To prevent the important elements of your design from wrapping around the sides and back of the billboard, keep your design elements at least ½ inch from the edge of the billboard face measurements. If you are using the 1" = 1' ratio, that ½ inch will equate to 6" of area that can be used for field fit.
3. To give your design a finished, professional look add 6 inches of bleed to your live area (1/2 inch on a 1"=1' design) and make it match the background of your display. This area will wrap around the sides and back of the billboard.
4. If exact color matching is important, make certain you convert your files to CMYK color, notify your account representative that color is critical and give us the exact CMYK colors you have chosen. Screen color (RGB) is not the same as print color (CMYK).
5. The print file you send to us should be:
  - a. At least 300 dpi - the higher the dpi, the better your images will look when expanded to the size of your billboard.
  - b. Convert all text to outlines or curves – this keeps the fonts you have chosen and prevents printing and graphics programs from replacing them with alternate selections.
  - c. We can accept files sent to us in the following formats:
    1. .tiff file - Tagged Image File Format
    2. .pdf file - Portable Document Format
    3. .ai file – Adobe Illustrator
    4. .cdr – CorelDraw
  - d. DO NOT SEND US ARTWORK IN ANY TYPE OF WORD OR POWERPOINT DOCUMENT FORMAT – NO .DOC, .DOCX, .DOCM - .PPT, .PPTX, ETC. These programs cannot create files with high enough .dpi to be useable on a billboard.
6. Sending your artwork to us for print:
  1. Our website offers an upload link to our ftp site. This is the simplest and easiest method for ensuring that your artwork is received.
  2. Contact your account representative for further options.