

Billboard & Mobile Advertising

Billboards, Buses, Mobile Fleets: Today when people think of billboard advertising, they may not realize the different options available.

Today, more than ever, billboard advertising, whether traditional or mobile remains a very cost effective way to reach a large audience. Before deciding what type of billboard advertising to do, clients should consider the target audience that they want to reach and compare the effectiveness of a stationary message versus one that is mobile.

The other factor that comes into play is whether they will use their own fleet of vehicles, city buses, or even trailers, where a client can decide on different markets across North America that they want to reach.

Once the Billboard Advertising method is decided, there are three very important elements left to deal with.

Design

Billboard and mobile advertising is quite different from other forms of media for a number of reasons. Mostly, because the viewer is quite often moving, the message needs to be clear without using too many words and clutter. With mobile advertising, there is also the challenge of hinges, handles, and other obstructions which need to be incorporated into the design so as not to take away from the message.

Print Quality

With print quality there are really three factors:

- Color
- Media
- Equipment (Operator)

If any one of these elements is missing, there is a big chance that a client's message will be lacking in some way. Pantone colors, and the knowledge of matching the colors with the right type of media, all play a part in how effective a billboard message will be.

Since there is a vast difference in materials available for billboard advertising, ranging from short term paper, banner that is stretched and secured, or a long life solvent print on outdoor media, customers need dependable advice so as not to overspend where it's not necessary.

Installation

You can get it all right, but if the installation isn't, then everything else fails. Applying vinyl to vehicles, trailer, or billboards is a learned skill that takes most installers many years to master. Since mobile advertising installations are generally the most difficult, because of curves and rivets, this type of application is better left to the certified installers that can back up their work with references. A poor installation can reflect poorly on the client's message and image.

This is where we can help:

IDP specializes in the design, production, and installation of large format Ads for billboards and mobile trailers. We don't rent the ad space, instead we help our clients create the message, produce it, and install it doing everything in house. Our years of experience in all aspects of large format digital printing, vehicle wraps, billboards, and mobile advertising allow us to work closely with our customers to implement whatever campaign they feel will work best.

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