

Saunders

OUTDOOR ADVERTISING INC.

**THE POWER
OF BEING SEEN**

Saunders

Delivers **superior ROI**.
Billboards generate \$5.97 per dollar spent.

- Benchmarking

COST
EFFECTIVE

Saunders

The **lowest cost** per thousand
form of advertising available.

- Peter J. Solomon Company



Local Business

“Working with Saunders Outdoor Advertising has been great for Young Automotive’s marketing and branding as a whole. Having a strong, consistent outdoor/billboard presence helps keep our brand at the top of our customers minds. So when they come into the market for a vehicle, they remember us.” - *Young Auto Group*



Saunders

Generates more **online activity** per ad dollar spent than any other media.

- 382% more effective than TV
- 200% more than print
- 63% more than radio

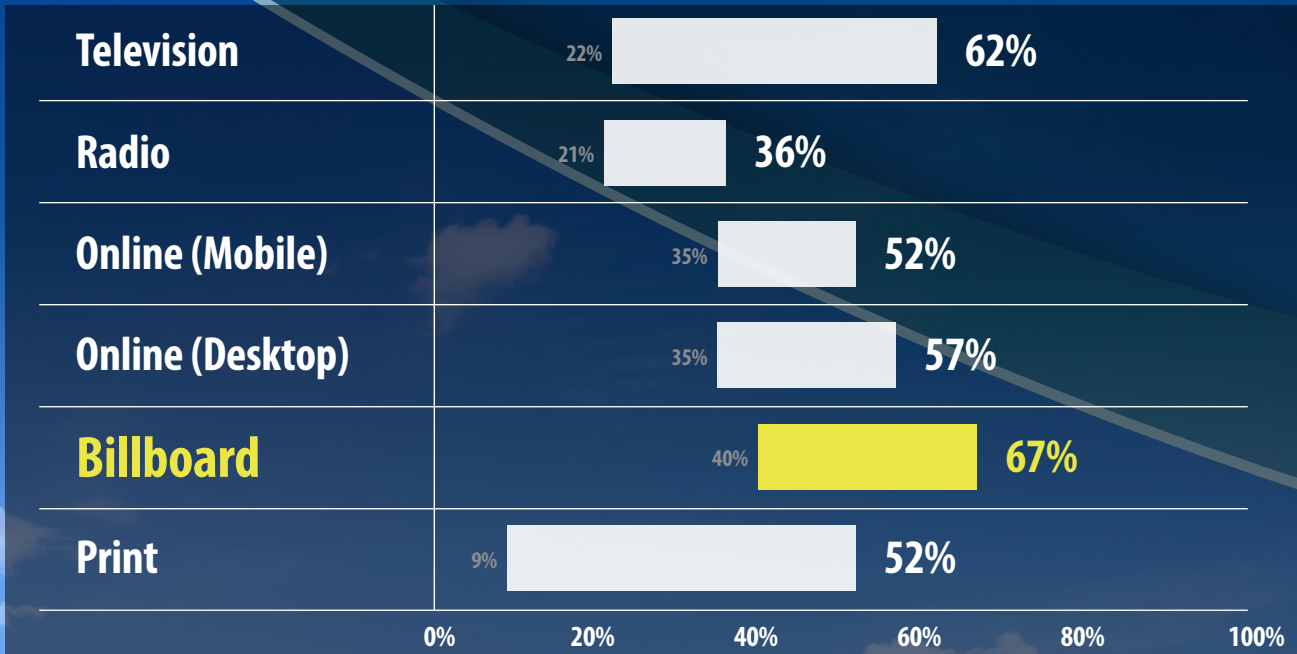
- The Nielson Company

ENGAGING

Saunders

Advertising Effectiveness

PJSC Study and Recall Comparison Analysis



- Based on PJSC independent study of the five primary advertising channels.
- Advertising recall defined effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis

"Always On"

Can't be turned off, tuned out, thrown away, skipped, blocked or delayed. Consumers spend 70% of their waking hours away from home.



 **POLARIS**[®]

RZR[®]

MorganValleyPolaris.com

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