

Saunders

OUTDOOR ADVERTISING INC.

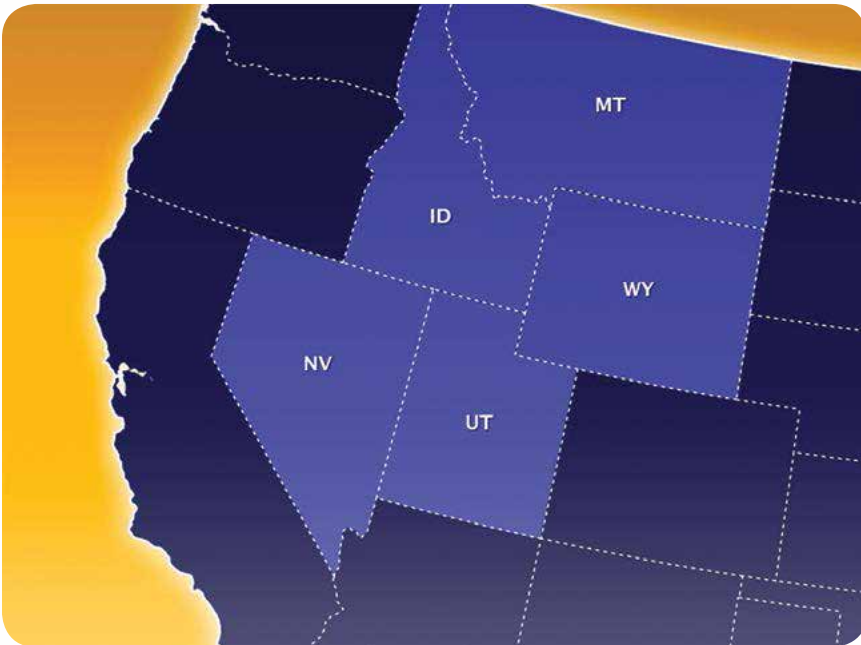


MEDIA KIT

1764 W 2900 S • Ogden, Utah 84401 • P 801.621.2350 • F 801.621.0962

www.saundersoutdoor.com

Who We Are



Saunders Outdoor Advertising has endeavored to provide the finest outdoor advertising in the Western United States. Headquartered in Ogden, Utah, Saunders focuses on customers across Utah, Nevada, Idaho, Wyoming, and Montana. A family owned business, we try to treat customers as family. In 60 years, we've grown to serve 5 Western states. We have over four hundred displays to offer our clients.

The goal of Saunders Outdoor Advertising is to provide exceptional quality and timely installation for the advertiser at a competitive and reasonable price. We strive to provide our advertisers with exceptional opportunities to reach their target audience 24 hours a day, 7 days a week, all year long.

**To see detailed maps of our markets visit
SaundersOutdoor.com/locations**

Outdoor Delivers

TOTAL REACH

Outdoor advertising is one of the most complete forms of advertising currently available. Frequent, direct exposure provides a broad, fast and complete market reach that can't be found in other mediums.

HIGH FREQUENCY

Outdoor advertising frequency levels are unmatched by any other advertising media because of its continuous presence.

CONSTANT EXPOSURE

Outdoor advertising will communicate your message over and over again, 24 hours a day, 365 days a year.

FLEXIBILITY

There are a variety of outdoor advertising options. You can pinpoint your target market and place a permanent ad there or use a rotary ad that will be moved periodically to different, pre-approved locations. We also offer digital spots that allow advertisers multiple copy changes and fast posting times.

LOW COST PER THOUSAND

Outdoor advertising reaches more people more often than any other medium can.

IMPACT

With its bold, oversized physical appearance, an outdoor advertisement can create a powerful visual impact on your audience.

THE LAST WORD

By bridging the gap between the in-home message and the out-of-home purchase, outdoor advertising can be used as a powerful tool to convert your target market.

If you are looking for advertising that costs less per thousand viewers than any other medium, outdoor advertising is the one for you.

Can't believe it? Checkout these media cost comparisons.

OUTDOOR GIVES YOU:

Television: Over 3 times as many prospect impressions per dollar

Radio: About 3.3 times the prospect impressions per dollar

Magazines: Over 5.5 times as many prospect impressions per dollar

Newspapers: Over 6.6 times as many prospect impressions per dollar

Direct Mail: About 10.3 times more impressions

Source: Outdoor Advertising Association of America

Bulletins

BULLETINS

The largest, most powerful form of outdoor media is the bulletin. Bulletins are located in highly trafficked areas and such as highways and freeways. One of the most attractive benefits of bulletins is that they allow great visibility, not only because of their size, but because they are customizable. The use of extensions, embellishments, and vibrant color schemes give your ad even greater impact.

UNIT-OF-SALE

Bulletins come in two varieties, rotary and permanent. Bulletins that are moved periodically to different, pre-approved locations are called rotary bulletins. These provide broad market coverage. Permanent bulletins, on the other hand, provide dominant advertising over a specific market by staying in one high traffic location.

CONTRACT PERIOD

Generally, bulletins are sold on a 6-12 month basis. Digital billboards are also available.

ARTWORK

It is best when using outdoor advertising to communicate a single idea. Advertisers need to define the most important product benefit express that message to consumers.

PRODUCTION

Once we have the finished and approved artwork, production generally takes about 10 days to complete.

EXTENSIONS

Cutouts that extend beyond the basic rectangle structure are called extensions. These are used to increase impact and visual appeal. Extensions help your advertisement to stand out among the rest.



Digital Billboard

FILE SPECIFICATIONS

- Size: 14'H x 48'W LED - 204 Pixels High x 700 Pixels Wide
- Resolution: 72 dpi
- Formats: .jpeg, .bmp, .png
- Color Mode: All files must be in RGB

THE MESSAGE

- Express one important idea clearly and concisely
- Use copy of seven words or less
- Have a readable advertiser's name
- Display a website or phone number, not both.

COLORS

- Make sure to set your RGB values to 0 when using black.
- During the day, bold, rich colors work better; pastel backgrounds appear more vibrant at night.

FONTS

- Bold fonts are easily read outdoors. Avoid decorative, italic, or thin serif fonts in your creative.
- 36" letters are legible from 1,800 feet; 12" letters from 600 feet.

Works | Doesn't Work | **Works** | Doesn't Work

IMAGES

- Use simple backgrounds without landscapes or complex scenes.
- It is best to make a small object large rather than a large object small.

FILE DELIVERY

Getting a file to our Art Department is easy at Saunders Outdoor Advertising. Simply go to the <http://saundersoutdoor.com/file-upload> and follow the steps to upload your artwork.

If you are having trouble with the file upload on the website, please contact Gary Saunders for FTP access.

QUESTIONS

Gary Saunders | Art Director
801.621.0962
gary@saundersoutdoor.com

TEST YOUR DESIGN

Show your design to multiple people for seven to ten seconds. Did they understand it? Was it hard to read from fifteen feet away?

Artwork Guidelines

BULLETIN PRODUCTION

Live material (logos, wording, etc) must be 3/8" from all sides.

Billboard	Document Size
14'H x 48'W	7.6"H x 24.6"W (Includes 10/16 inch bleed.)

Artwork Scale: 1/2 inch equals 1 foot at 300 dpi.

EXTENSIONS & EMBELLISHMENTS

For 14' X 48" and 10.5' x 36'bulletins, extended advertising space is limited to 2 feet for each side, 5 feet above, and 1 foot below the normal display face.

PHOTOS & LOGOS

Photos and logos must be at least 4" wide in 300 dpi. Business cards, computer print outs, and website images are not sufficient to create a billboard. For more information on images, please contact the art department.

FILE DELIVERY

Getting a file to your Account Manager is easy at Saunders Outdoor Advertising. Simply go to the <http://saundersoutdoor.com/file-upload> and follow the steps to upload your artwork.

If you are having trouble with the file upload on the website, please email Gary Saunders at gary@saundersoutdoor.com for FTP access.

FILE FORMAT

Raster format graphics are defined pixel by pixel and are best used for photographs and other images. We accept the following image formats for raster images: TIF, JPG, EPS, CPT, PSD, BMP, GIF. All images need to be submitted in CMYK mode at 300 dpi.

Vector format graphics are defined mathematically using shapes and color definitions. Logos and technical illustrations are often best rendered in vector allowing them to be sized and changed easily. We accept the following image formats for vector images: EPS, CDR, AI.

Artwork Templates

BULLETIN TEMPLATES

Live material (logos, wording, etc) must be 3/8" from all sides.

Billboard	TEMPLATE
14'H x 48'W	14'H x 48'W Template
14'H x 48'W With Extensions	14'H x 48'W Template With Extensions

PHOTOS & LOGOS

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FILES

Artwork Scale: 1/2 inch equals 1 foot at 300 dpi. Don't forget to add 5/16 of an inch bleed to each side for bulletins.

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Creative Guidelines

THE CREATIVE CHALLENGE

Because the audience for outdoor advertising is mobile, you must reach them with your message in just a few quick seconds. This limited exposure time creates a unique challenge when designing a billboard. To help you out, we've created some guidelines below.

THE MESSAGE

It is best when using outdoor advertising to communicate a single idea. Advertisers need to define the most important product benefit and express that message to consumers. Keep copy length to seven words or less. Try to incorporate a website or a phone number, not both.

COLORS

Use bold, vibrant colors. At 600 feet, subtle doesn't work. Contrasting colors are more attractive and legible from a distance.

WORKS

DOESN'T WORK

FONTS

Avoid using thin serif, italic, or decorative fonts. Plain, bold fonts are best.

IMAGES

Designs should have simple backgrounds; avoid landscapes and complex scenes. Make small objects (like a ring) large rather than making a large object (like a plane) small.

TEST YOUR DESIGN

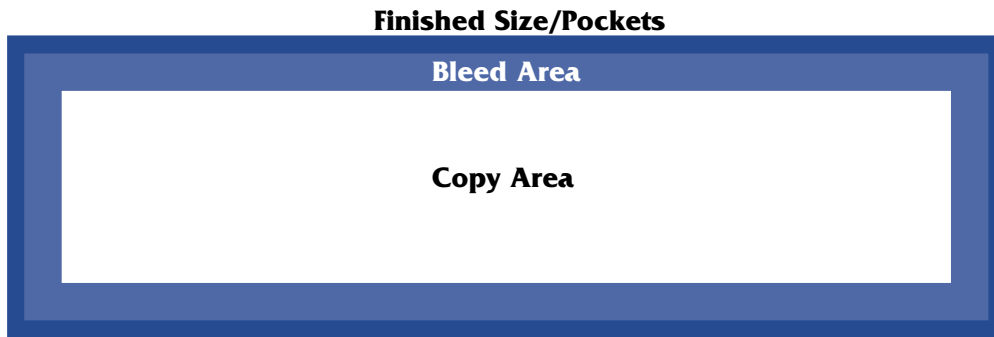
Show your design to multiple people for seven seconds. Did they understand it? Was it hard to read from fifteen feet away?

STICK TO ONE MESSAGE

It is best when using outdoor advertising to communicate a single idea. Advertisers need to define the most important product benefit express that message to consumers. When too many messages are presented, they dilute the overall message and reduce how effective the ad is.



Vinyl Printing Specs



- Copy Area:** The viewing area on an outdoor unit.
Bleed Area: Display area which extends beyond the Live Copy Area, often to the edge of the finished size.
Finished Size: Size of overall vinyl with folded pockets.

STANDARD BULLETINS

Example 14' H x 48' W

Copy Area: 14' H x 48' W

Bleed Area: 2" (Saunders requires 2" bleed on all standard flex vinyl.)

Pockets: 2" (Saunders requires 2" bleed on all standard flex vinyl.)

Finished Size: 14.8' H x 48.8' W

DISCLAIMER

We are proud to stand behind the order that we place for you. Mistakes we make in printing or posting will be corrected with no additional cost to you. However, if you order your own production and problems occur, you will be charged accordingly. If a vinyl/poster fails and has to be reposted, a fee of \$400 will be charged for bulletins. If your chosen vinyl is heavy (anything over 8 oz), a heavy vinyl surcharge will be \$250. These charges are in addition to your original production charges.

QUESTIONS

Contact your account manager if you have additional questions.

Saunders

OUTDOOR ADVERTISING INC.

AUTO ACCIDENT? CALL (801) 475-8800



**WE FIGHT
TO WIN!**

**KRISTOPHER K. GREENWOOD
AND ASSOCIATES**

Sample 1



One in eight women will develop breast cancer...



Schedule a Mammogram today.

**Davis Hospital
AND MEDICAL CENTER**

Sample 2

WestlandFord.com

WESTLAND



Sample 3

Saunders

OUTDOOR ADVERTISING INC.



IS YOUR SNOWMOBILE READY FOR THIS SEASON?

2529 N Hwy 89, Ogden

BIG BOYS TOYS

The advertisement features a person riding a yellow and black snowmobile on a snowy slope. The text is in a bold, distressed font. A logo with blue mountains and the text 'BIG BOYS TOYS' is in the bottom right corner.

Sample 4



JOHN WATSON

CHEVROLET

2014 Spark

39
EPA Est. Avail. MPG

JohnWatsonChevrolet.com

The advertisement shows a bright green Chevrolet Spark car. The text is in a bold, sans-serif font. The Chevrolet logo is visible between 'CHEVROLET' and '39'.

Sample 5



Wilkinson Supply

STIHL

HONDA Power Equipment

TORO

Cub Cadet

3021 Grant Avenue - Ogden

801.621.0360

The advertisement features a chainsaw blade in the foreground. The Wilkinson Supply logo is on the left. The logos for STIHL, HONDA Power Equipment, TORO, and Cub Cadet are arranged in a grid on the right. The address and phone number are at the bottom.

Sample 6