



MEDIA KIT

B BORGESMEDIA.COM



WHO WE ARE.

Borges Media is your local out of home advertising (OOH) partner. OOH is the fastest growing traditional media in America - more than TV, radio, and print - because OOH is anything but traditional. Borges Media offers you a blank canvas to creatively take your message further and meet consumers where they work, shop, travel, and play.

Founded in 2019 by Stephenville resident, Joseph Borges, Borges Media takes pride in being the local company who promotes other locals. While Borges Media continues to expand, the company stands firm in it's loyalty to the Erath County community.



COST-EFFECTIVE

OOH advertising reaches more people for less money than any other media.



CPM COMPARISON

\$3.45	Shelter
\$3.11	Poster
\$5.21	Bulletin
\$6.92	Network TV
\$8.99	Spot TV
\$10.40	Premium Online
\$13.50	Radio
\$14.00	Magazine
\$24.60	Online Video
\$24.60	Primetime TV
\$32.50	Newspaper
\$56.60	Direct Mail

OOH GIVES AN
AVERAGE RETURN OF
\$2.80
ON EACH DOLLAR SPENT.



CONSISTENT

OOH may be the oldest form of advertising, but it's also the most steadfast in an ever changing media landscape. As long as people are driving, they'll have their eyes on the road and on your ads.

Some advertising isn't working like it once did, due to...



DECLINE IN PRINT MEDIA READERSHIP.

With information so readily available on smart phones/tablets, the use of print media such as newspapers and magazines has declined as well it's number of readers.



CABLE TV CHORD CUTTING.

Alternative ad free TV options such as Netflix, Hulu, etc have led to many consumers opting out of high priced cable TV networks for cheaper, ad free options.



AD BLOCKING ON MOBILE DEVICES.

Due to rising privacy concerns, many mobile devices are equipped to block ads for customers.



The continuing fragmentation of TV, radio, print, and online media leaves OOH as **the only remaining true mass medium**. Moreover, OOH appears to be free from the shortcomings of other media. OOH does not interrupt any activities as TV, radio, and mobile ads do. At the same time, OOH is not affected by ad fraud, ad skipping, ad blocking tech, and low 'viewability' rates plaguing online and mobile advertising.



- **Nurlan Urazbaev**

Editor-in-Chief, Digital Signage Pulse



DIGITAL OOH

Digital OOH technology gives advertisers an unparalleled ability to customize ad messages quickly and efficiently.

Digital OOH offers innovative ways to create and amplify consumer interactions through improved service and convenience. With its flexibility and immediacy, digital OOH can help advertisers deliver highly relevant and personalized customer messages. Whether providing real-time or urgent information, or sales and special offers, digital OOH provides a broad platform for advertisers to offer money - and time - saving consumer solutions.

FLEXIBLE

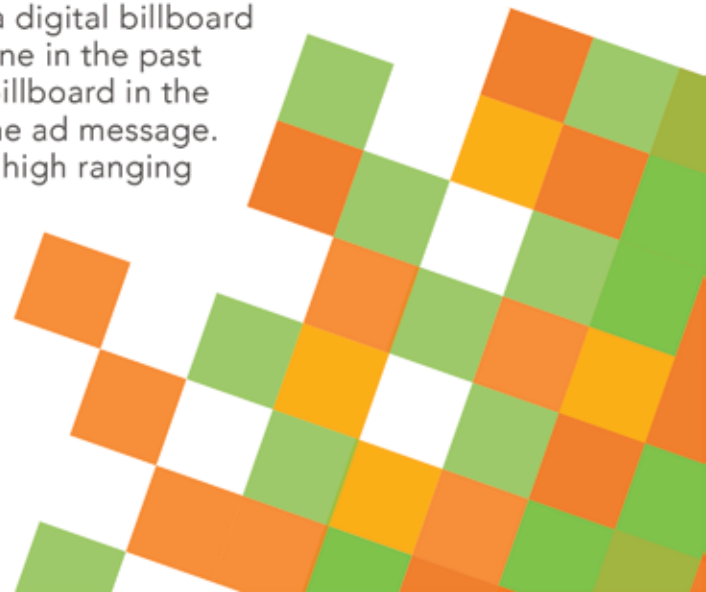
The flexibility of digital OOH delivers a unique and powerful way to reach a large number of geographically or demographically targeted consumers. Digital OOH can be updated quickly and targeted precisely to desired audiences, faster than broadcast and print media. Copy can be changed as frequently as necessary. This flexibility incurs no production costs, and there are no installation charges for digital OOH ads. Digital OOH can be purchased for periods ranging from days to weeks.

IMMEDIATE

Digital OOH can be updated in real-time responding to consumer needs and more. Digital OOH can drive consumers to websites, and facilitate social media engagement to gain additional information and updates.

EFFECTIVE

Nielsen found 75% of travelers have noticed a digital billboard ad in the past month and 60% have noticed one in the past week. Of the travelers who noticed a digital billboard in the past month, 55% were highly engaged with the ad message. Advertising recall on digital billboards is very high ranging between 74% and 89%, according to Nielsen. Digital billboard ads were judged to stand out better than online ads by 71% of the study respondents, and rated almost equivalent to TV.





STATIC, BULLETIN & PRINTED OOH



OOH Ubiquity

Static, bulletin and printed billboards are available in practically every market and provide high profile visibility. These billboards allow advertisers of all sizes to compete on the same scale with national brands - making small advertisers BIG!

REGENCY/ADJACENCY

Bulletins and posters are closest to the point of purchase/transaction giving advertisers the ability to target locations near major retailers.

WELL-POSITIONED FOR DOMINATION STRATEGIES

"Targeted ubiquity allows you to target and own an entire demographic, location, neighborhood, and/or zip code in a local market.

PRESENCE

Static, bulletin and printed billboards go where other media cant. They can't be delayed, skipped or turned off.

INTEGRATION

OOH builds reach and frequency within an integrated media plan by reaching consumers away from home. OOH is complementary to other marketing efforts by reinforcing, extending, and supporting other media utilized in an advertising campaign. CPM linking to local media plan - making it more efficient (R&F).



COLOR & READABILITY



FULL VALUE COLOR COMBINATIONS

Above are 18 color combinations tested for visibility, using primary and secondary colors, of full hue and value. Visibility is ranked in the sequence shown, with 1 being the most visible and 18 being the least visible.



READABILITY

It is essential that outdoor designs are easy to read. Choose colors with high contrast in both hue and value. Contrasting colors are viewed well from great distances, while colors with low contrast will blend together and obscure a message. In fact, research demonstrates that high color contrast can improve outdoor advertising recall by 38%.

A standard color wheel illustrates the importance of contrast, hue and value. Opposite colors on the wheel are complementary. An example is red and green (as shown above). They represent a good contrast in hue, but their values are similar. It is difficult for the human eye to process the wavelength variations associated with complementary colors. Therefore, a quivering or optical distortion is sometimes detected when two complementary colors are used in tandem.

Adjacent colors such as blue and green, make especially poor combinations since their contrast is similar in both hue and value. As a result, adjacent colors create contrast that is hard to discern. Alternating colors such as blue and yellow, produce the best combinations since they have good contrast in both hue and value.



LET'S GET STARTED

Tell us your goals and the audience you want to reach, and we will work with you to plan an effective strategy.

The OOH ratings system uses the same metrics and market types as TV and Radio, making it simple to combine OOH with those formats in a media mix.



**BORGES MEDIA IS
READY TO SERVE YOU!**



- Local sales & service operations
- Full range of out of home products
- Inventory in the markets and locations YOU need
- Multi-market placement opportunities
- Creative Assistance