

LOOK OUTDOOR



MEDIA KIT



A Brief History

Look Outdoor is a family run business that began operating in 1994 with the purchase of four neglected billboard structures near Amarillo, Texas. Since that time we have grown into a full-time outdoor advertising company that specializes in highway directional signs. We now own and operate over 500 billboard faces in Texas, Oklahoma and southwest Kansas.

Look Outdoor offers outdoor advertising displays of all shapes and sizes from Liberal, Kansas to Fort Stockton, Texas and from El Paso, Texas to Sweetwater, Texas. All of our newly built billboards feature high output flood lamps for 24 hour coverage.



Look Outdoor is a full service outdoor advertising company that is proud to offer:

- **PERSONAL SERVICE** - like having your own personal advertising agency working for you!
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- **GRAPHIC & DESIGN WORK** - most all of the time at no charge!
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- **CUSTOM BILLING** - Monthly or annual billing. Pay by credit card!
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- **DISCOUNTS** - on longer term leases and on multiple billboards!

We Want to Be Your Outdoor Advertising Partner

Many outdoor advertising companies have one goal in mind - to rent you a billboard. At Look Outdoor, we promise to do things a little differently. We will work with you every step of the way to create a marketing plan that won't just benefit OUR bottom line, but will actually make YOU money.

Because we understand that not everyone needs a billboard, we promise to provide sound advice to help you decide if outdoor advertising is right for you.

Our experienced sales staff will help you find a billboard location that will effectively target the customers you need to reach.

We will then help you design the perfect billboard or our graphic artists will design one for you.

Here are just some of the reasons why Look Outdoor should be your marketing partner.

With over 500 billboard faces, we are one of the region's largest.

However, we are small enough to offer you personal and dependable service.

We have been in business since 1994 - we have the experience you demand.

We don't want to be another expense - we want to make you money.

Whether you need ten billboards or just one, we will help you create a marketing program that is both effective and affordable.

We really do want to be your marketing partner



Do Billboards Work?

Everyone wants to get the most bang for their buck. You try to be careful while spending your hard-earned money. The same holds true for your advertising dollars.

We understand that.

So instead of giving you an opinion or a sales pitch, we're going to let our billboards speak for themselves. Or more accurately, we're going to let the nationally-known survey company, Arbitron, give you the facts about billboard advertising.

Once you see the facts for yourself, we are confident you will agree - billboards really are a great advertising choice!

We spend a lot of time in our cars

Close to 9 in 10 Americans 18 or older have traveled in a vehicle in the past month. On average, Americans spend over 20 hours in their cars per week and travel about 169 miles. Mega-Milers, the heaviest travelers, average 363 miles per week.

Travelers notice billboards

Billboards are the most viewed out-of-home media. 69% of travelers have seen a billboard advertisement in the past month. Over 80% of billboard viewers make a point to look at the advertising message at least some of the time. Nearly half look at the billboard ad each time or almost each time they noticed one.

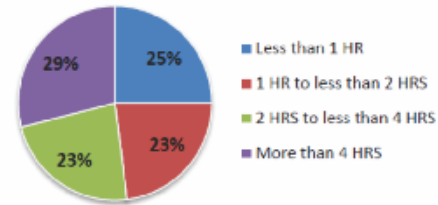
The right place at the right time

Billboard advertising is one of the last messages a consumer receives before making a buy decision. Nearly three-quarters of billboard viewers shop on their way home from work; more than two-thirds make their shopping decisions while in the car and more than one-third make the decision to stop at the store while on their way home - all times when billboard advertising has the opportunity to be influential.

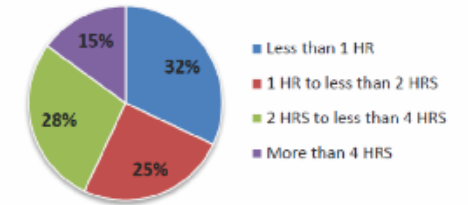
Billboards drive store traffic

Roadside billboards drive store traffic. Nearly one-quarter of billboard viewers say they were motivated to visit a particular store that day because of an outdoor ad message and nearly one-third visited a retailer they saw on a billboard later that week. Half of viewers reported receiving directional information from a billboard and one-quarter said they immediately visited a business because of an outdoor ad message.

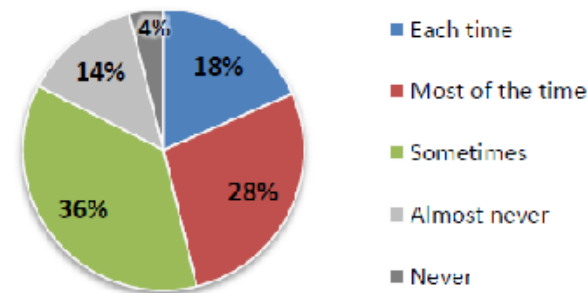
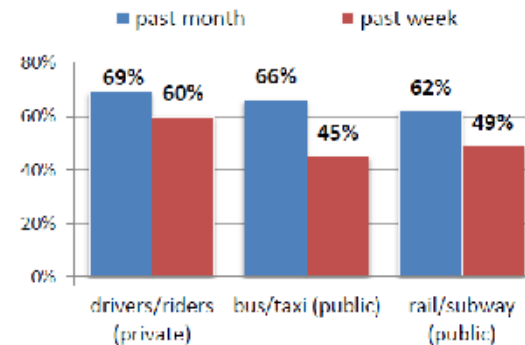
Weekday (Mon-Fri) Time Spent Traveling per Day



Weekend day (Sat-Sun) Time Spent Traveling per Day



Seen a roadside billboard advertisement



Source: Arbitron National In-Car Study: 2009 Edition
Source: Arbitron Out of Home Advertising Study: 2013 Edition

The Perfect Billboard

Billboard Design Tip #1 Keep it Simple

You are proud of your business and your products – rightly so! However, this is not the time nor the place to tell a passing motorist everything about your company. Billboards are often read by motorists traveling at speeds of 55 mph or more. The average read time is 5-10 seconds under ideal circumstances. To be effective, keep it simple.

In billboard advertising, less really is more. Make the most of your 5 second window by limiting your design to three main components:

- A graphic or logo that is appropriate to the overall design and goal of your ad
- A compelling headline that grabs the driver's attention
- Your name, logo and contact information or directional

Billboard Design Tip #2 Keep it Short

Keep your copy length to 8 words or less. Keep your words short for faster comprehension. Longer messages are too much of a distraction for a safe driver. As a result, your advertising will simply be ignored. Keep it brief and memorable.

Billboard Design Tip #3 Keep it Big

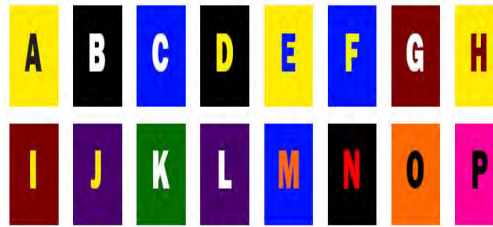
With billboards, big is beautiful. Large text allows your customer to see your message from a greater distance. While it may seem huge at first, text sizes up to 3' tall and larger are common. Text sizes smaller than 12" are often unreadable.

Billboard Design Tip #4 Keep it Bold

This is not the time to be subtle. Pastel colors that make for a beautiful magazine advertisement rarely work to create a beautiful billboard advertisement.

Make a statement and make it bold. Bold, high contrast colors will catch and hold the driver's eye.

Here are some color combinations that will make your message readable for longer distances.



Clouds and sky often frame the billboard against the horizon. Try to avoid white, sky blue and grey on the outer edges of your ad copy.

Billboard Design Tip #5 Keep it Clean

Fancy font styles aren't just hard to read, they may actually be invisible at long distances. The thin, flowing lines of script fonts don't make for good billboard ad copy. Even if you feel that this limits your creativity, use thick, heavy fonts to maximize readability.

ALL CAPS may be tempting as well, but studies clearly show that they are less legible - use them sparingly.

Billboard Design Tip #6 Keep it Focused

Your creative juices are flowing and there is so much you want to include. Simply put – don't do it. Drivers will study your work for 5 seconds, not 5 minutes.

You have a huge canvas to work with, so make a huge statement. Make one point and make it with impact.

Keep graphics clean and simple and relevant to the ad content. A picture is worth a 1000 words, so choose your graphics wisely.

Know your audience and tailor your message to that audience and that audience alone. Make a connection with your readers that will encourage them to respond to what they see.

If your business caters to evening customers, look for a billboard with lights so your customers see you when it counts.

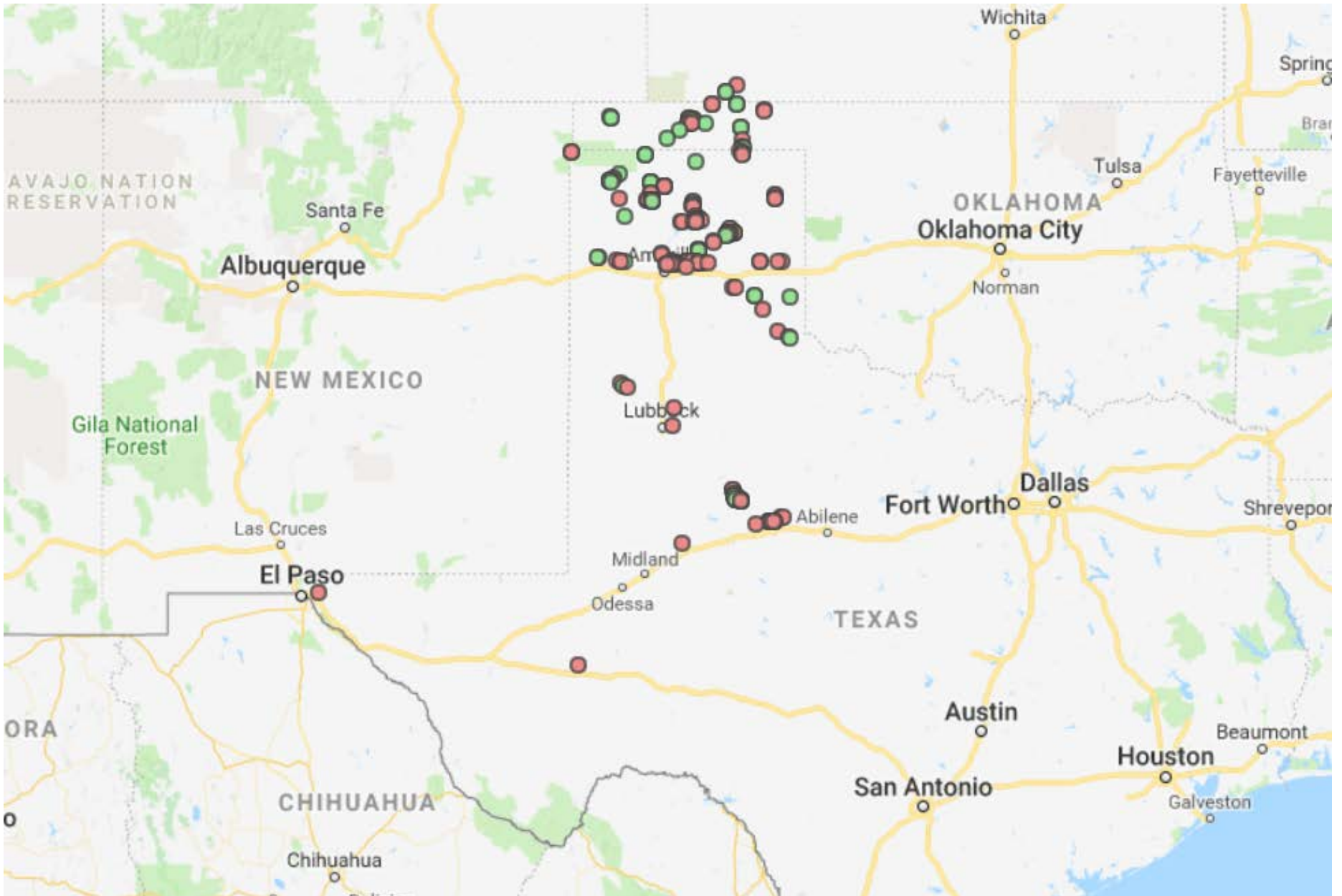
Billboard Design Tip #7 Keep it Memorable

Once you have finished your design, show it to someone that is not familiar with the design for 5 seconds to simulate driving past the billboard. Can they read and understand the entire message? Can they quickly find and identify your business name and location? This is the time to find the mistakes and correct them.

Billboard Design Tip #8 Keep it Exciting

Get your reader's attention and keep it exciting. Billboards are an excellent medium to try out new and even crazy ideas. The most creative billboards catch readers by surprise. Obey the design rules set out above, but break all the rest. Remember – no one will ever remember dull or boring.

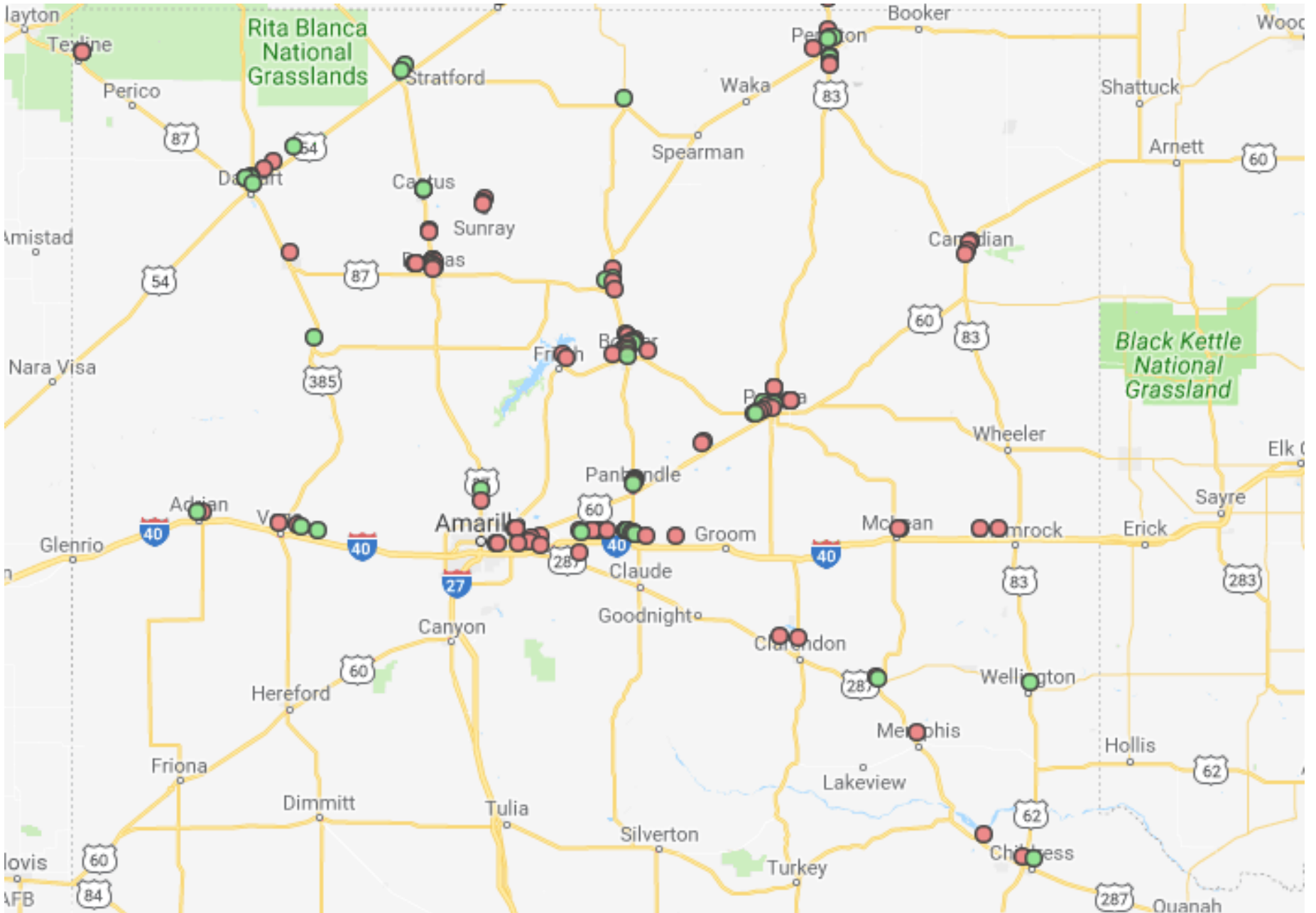
Market Overview



Kansas and Oklahoma Markets



Texas Panhandle Markets



Lubbock Texas Markets



Snyder, Sweetwater and Big Spring Markets



South Texas Markets





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