

Billboards survive media changes

In today's multimedia world where consumers have less time than ever to watch television or read a newspaper, one old-line advertising vehicle shows no sign of waning: outdoor billboards.

While most other media recorded flat or slightly higher ad revenue in 2005, the outdoor advertising industry increased by 8 percent, according to national figures. The outdoor industry expects to edge up another 1.5 percent in 2006.

Prices for advertising on billboards continue to climb at 5 percent to 6 percent per year due to continuing demand, said Linda Tooke, who buys billboard space for clients of her firm Outdoor First Inc., Mequon.

Tooke said advertisers have determined

that one place where they can still reach busy consumers is on the road. Motorists are spending more time driving and making shopping decisions while in transit, she said.

"We're living in our cars today more than we ever did before, so outdoor is the media of choice," she said.

—Rich Kirchen

