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Jones Media's billboards to aid Amber Alert

Advertisement

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LAWRENCE — Jones Media's digital billboard network has joined the Wisconsin Department of Justice's Amber Alert program.

Amber Alerts will post on all Jones digital billboards along U.S. 41 and Wisconsin 172 within minutes of notification by the Department of Justice.

With the advent of satellite radio, digital billboards have become an important piece of the Amber Alert network, effectively reaching motorists who out of reach of broadcast radio, television and print.

Jones Media is a division of Jones Sign Co. Approximately 150 people are employed at Jones Sign headquarters in Lawrence. The company was founded in 1910.