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CALL 250-388-3733

Billboard Ads

WHY BILLBOARDS?

Capture the Point of Decision

Mass Reach A single billboard in the Victoria market delivers 10 million+ ad views over a one year campaign. The frequency that OOH delivers builds trust for your related online campaigns.

Unbeatable Value The CPM (cost per thousand ad views) on a typical billboard campaign is under $2.00.

Attention Getting (Get Big) OOH ad viewers can't turn the page, change the station, click away or install ad blockers on a billboard.

FAST FACTS

Coast Outdoor is the largest billboard company on Vancouver Island where we own and operate 180 premium digital and static billboard locations. Our service coverage of BC doesn't stop at Vancouver Island. In total, we offer our clients 630 billboard locations across BC. We're truly a one-stop billboard shop for BC.

We are a proudly independent, family run company founded in Victoria, BC in 1975.

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Over 900,000 people reside on Vancouver Island. Residents of Vancouver Island are characterized as diverse, highly educated, high income earning homeowners.

The Vancouver Island region receives over 5 million overnight visitors a year, generating over $2 billion in related spending annually.

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WHY DIGITAL BILLBOARDS?

Dominate Visually

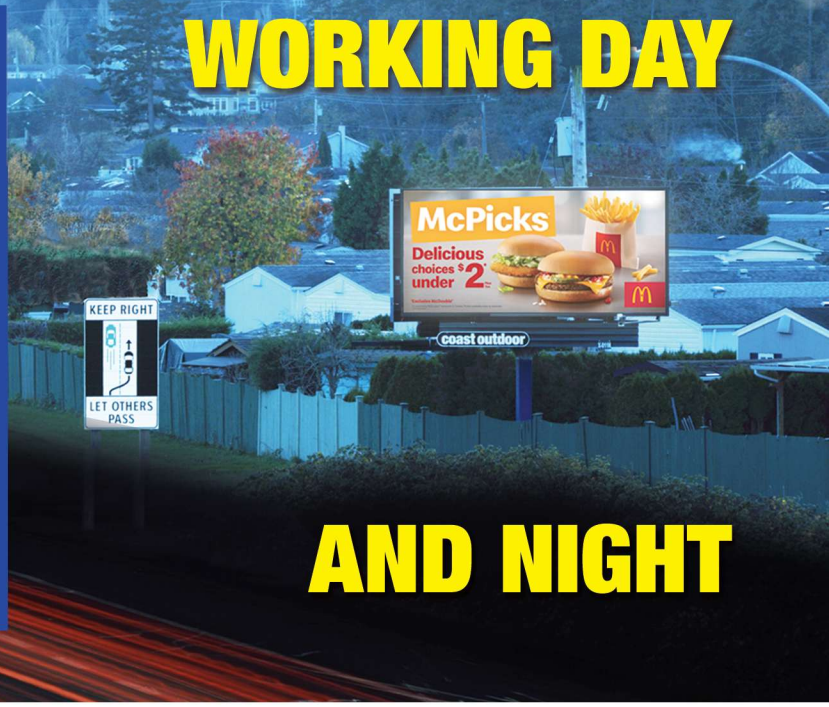
Light, colour and movement make digital billboard ads more noticeable and memorable. Our digital billboards work 24/7/365.

Deploy Instantly

Day-parting, deploying multiple digital creatives,and lower creative costs mean that digital billboard ads work well for both branding and tactical (specific call to action) campaigns.

Cover It, Digitally

Coast Outdoor offers a network of premium location highway digital billboards, extending across BC.



MARKETS: VANCOUVER ISLAND AND ACROSS BC

Vancouver Island

Visit **Coastoutdoor.com** today for current pricing, viewership and population statistics.

Victoria, Sidney, **Cowichan**, Duncan, Chemainus, Crofton, Ladysmith, Mill Bay, Cobble Hill, Shawnigan Lake, **Nanaimo**, Lantzville, Departure Bay, Parksville, Qualicum Beach, Courtenay, Comox, Campbell RIver, **Port Alberni**, Tofino, Uclulet, Errington.

Mainland British Columbia

Vancouver,100 Mile House, Burns Lake, Cedarvale, Chase, Cranbrook, Dawson Creek, Enderby, Fort St. John, Fraser Lake, Houston, Kamloops, Kelowna, Kitwanga, Midway, Oliver, Prince George, Quesnel, Salmon Arm, Sicamous, Smithers, Terrace, Vanderhoof, Vernon, Williams Lake.

FORMATS

Static Billboards

Produced on flex- face vinyl. Lighted 24/7 on Vancouver Island.

Digital Billboards

6 second long digital ads play in 24/7 loop.