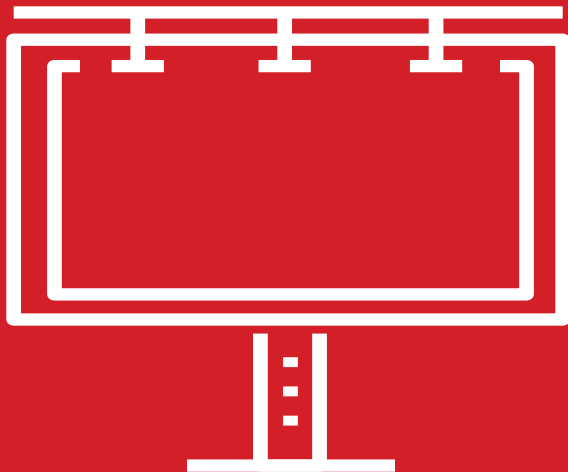




# MH OUTDOOR ADVERTISING

*Strategic outdoor advertising campaign reaching a wide targeted audience to help grow your business needs*



[MHOudoormedia.com](http://MHOudoormedia.com)

“

*Our dedicated team has  
great experience in strategy,  
innovation, foresight and  
business development*

”

# INTRODUCTION

*Our mission is to provide each of our customers excellent service by finding the perfect combination of billboard locations and helping develop a strategic outdoor advertising campaign aimed at your target audience. If you succeed, we succeed..*

## ABOUT US

MH OUTDOOR MEDIA LLC is the latest member of the Mac Haik family of companies, founded in July 2011 in Houston, Texas. Historically Mac Haik has owned, operated, and leased outdoor advertising billboards in the Houston market. since the formation of MH Outdoor Media LLC, has grown significantly throughout the Southeastern United States. Presently, MH Outdoor Media owns and operates over 1,100 static billboards. Among those are 46 digital LED billboard displays located across six states, Alabama, Texas, Tennessee, Georgia, Louisiana, and Florida. We are honored to represent all business types from big-name companies to small businesses.

We take pride in providing our customers with outstanding service and a plan for a successful outdoor advertising campaign, while growing with our customers and pushing to become one of the best outdoor advertising companies in the region.

We look forward to serving you!

# CREATIVE WORKS

Analyze

Design

Development

Implement

## Products and Services

Outdoor costs less per thousand viewers, or per GRP, than any other medium. And this is true for every market. As a broad example of media cost comparisons, outdoor delivers approximately 3.3 times as many prospect impressions per dollar than radio. More than 3 times as many prospect impressions per dollar than television. More than 5.5 times as many prospect impressions per dollar than newspapers. More than 5.5 times as many prospect impressions per dollar than magazines. And 10.3 times more impressions than the cost of direct mail.

*SOURCE: Outdoor Advertising Association of America*

**Northeast has been very pleased with the professionalism, integrity, and commitment that Mac Haik Enterprises has exhibited in all of it's dealings.**



*Northeast Medical Center Hospital | TX*

## What we do

Building image, brand awareness, directional support, seasonal promotions, media mix anchor or support, demographic targeting, competitor targeting, market awareness, and public service can all be achieved through a great billboard campaign.

- ✓ *Constant Exposure*
- ✓ *Broad Total Reach*
- ✓ *High Frequency*
- ✓ *Impact*
- ✓ *Flexibility*



## Marketing and Media Management

The creative process is part of the fun of billboard advertising! Don't worry if you don't have a creative campaign on hand, MH Outdoor is ready to help create the perfect campaign for you.

We can use any pictures, logos or taglines that you already have in place. We have a skilled design team ready to start working on creative designs just for you!

## Branding, Advertising and Product Development

Big, clean and concise are the keys to a successful billboard campaign. Your artwork should be easy to read from a distance in a short amount of time. Use big, bold letters and numbers to help readability.

Take advantage of contrasting colors to grab people's attention. Resist the urge to use too many words/pictures and keep copy pristine and brief. The most effective ads use less than 7 words, be brief and utilize a important message to convey.

# OUR IMPACT

*Billboard advertising's large physical characteristics create greater visual impact on your audience. Outdoor is by its inherent design big, bold, and colorful!*



## How effective is outdoor advertising?

*Research has revealed that dynamic digital OOH used to serve more contextually relevant messages increases spontaneous advertising awareness by 18%. Furthermore, advertising relevant content by audience increases the effectiveness of a campaign by at least 15%*



***Though consumers spend 70% of their waking Hours away from home, on average, only 5% of ad budgets are spent on OOH. - OAAA Value Guide***



### Business Strategy

*Whether you need to give your new customer acquisition efforts a boost or extract more value out of every marketing dollar you spend, looking beyond the top 25 OOH markets can open up your brand to new possibilities.*



### Technical Design

*This OOH advertising strategy is particularly useful for brick-and-mortar businesses, like restaurants and retailers, looking to increase in-store foot traffic from local shoppers by strategically placing ads at key points along the shopping journey.*



### Marketing Stimuli

*Because these ads are purely location-based, they aren't necessarily going to reach a massive group of consumers. However, they will reach local consumers who are much more likely to take action on an ad if it has the potential to add value to them in the moment.*

# 81%

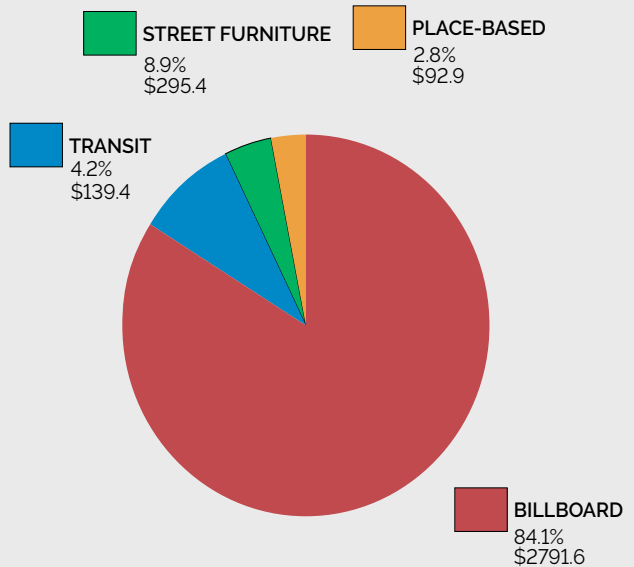
Of U.S. residents age 16 or older surveyed have noticed a roadside bulletin, digital bulletin or poster in the past month.

78% of those surveyed noticed a transit advertising in the past month.

74% noticed place-based advertising in movie theaters, shopping malls and other public venues.

While street level advertising is not available in all markets throughout the U.S., 50% of U.S. residents noticed street level ads in the past month.

## 2021 YTD Q2 Total OOH Revenue \$3.32 Billion



Digital OOH represents 26% of total OOH, format figures in millions. Source: OAAA



### Traditional Billboard

*Traditional billboards are exclusive. Your ad is the only one up on display for a given amount of time. Advertisers can achieve maximum exposure within their targeted location.*

*For any billboard campaign to be successful, your ads will need to be placed in high-traffic areas that optimize your reach.*



### Digital Billboard

*Digital billboards have a way of grabbing attention thanks to the lights, colors and moving images.*

*Ultimately you must know what your main objective is: brand awareness to the masses or targeted campaigns. Ideal if you are looking to build brand awareness.*

# SERVICES

*Our network provides market wide coverage. You can expect timely, relevant billboard advertising with contract terms running anywhere from 1 day to 1 year with stunning results.*

## Business Analysis

Billboard advertising is the most universal of all advertising media. Billboards can reach virtually anyone who goes out of the house to work, shop or play, but billboard advertising can also be focused on a specific geographic and demographic target.

## Art Creation

Allow our trusted team of talented designers to provide you with the up most pampered design services, with talented artists to create exclusive collections just for you.

Customized to specifically resonate with your targeted audiences.

## Consultation

1

Contact one of our friendly sales team to get a quote or information to produce your campaign and reach a preferred audience.

2

## Production

Launch your unique campaign or brand and make an impact in your community with confidence of the MH Outdoor team to fully back you up.

3

## Promotion

Develop awareness to your campaign by using the tools of audience insight to ease the engagement of your targeted consumers.



# TENNESSEE

The regulatory and tax environment in Tennessee attracts and promotes small businesses. There is no broad-based wage and salary

income tax for sole proprietors and other entrepreneurs. There is, however, a corporate income tax and a higher sales tax

to offset the lack of an income tax. Businesses can prosper in some of the smallest or biggest places in TN. Although many

places might be large metro areas, cities vary in size, with 5,000 in the smallest city and 65,000 in the largest place.

## College Degree or Higher



Those with a degree or higher account for 27.3% of Tennessee

## Female



Females account for 51.2% of the Tennessee population

## Male



Males account for 48.8% of the Tennessee population.

## Average HHI



The average household income in Tennessee is \$53,320

## Time Spent Traveling to Work



Average time spent traveling to work is about 24.8 minutes

## Driving Alone Or Carpooled

83.6% Drive alone and 9% carpool with others in Tennessee



## White-Collar Occupation

74.41% Of white-collar workers reported in Tennessee



## Blue-Collar Occupation

25.59% Of blue-collar workers reported in Tennessee



## Employed

60.7% of the Tennessee population is employed





## A GREAT BUSINESS COMES FROM THE GREAT IDEA

Today's out-of-home advertising may not be what you think it is. Over the past five years, MHO has been putting innovation to work in all parts of its business, to help advertisers take their message further. Today's out-of-home advertisements is a dynamic mix of billboards and digital displays, surround and immerse consumers during the 70 percent of the day they

spend away from home. In an age of ever-increasing media fragmentation, OOH is more relevant and more powerful than ever. OOH reaches people no matter how they consume their media, making them stop, notice, and buy. No other advertising format is more ever-present, or more creatively versatile.

### Out of Home Advertising Association of America

*Proof OOH Works. (2021). Retrieved September 13, 2021, from <https://oaaa.org/ProofOOHWorks.aspx>*



# ARTWORK GUIDELINES

*Simple information to help you send and setup your design campaign.*



## SIMPLICITY IS KEY TO CREATING GREAT DESIGN

Your artwork should be easy to read from a distance in a short amount of time. Use big, bold letters and numbers to help with readability. Take advantage of contrasting colors to grab the people's attention.



## THE CREATIVE CHALLENGE

The creative process is part of the fun of billboard advertising! Don't worry if you don't already have a creative campaign on hand, MH Outdoor is ready and willing to help create the perfect campaign for you.

We can use any pictures, logos or taglines that you already have in place. We have a skilled design team ready to start working on creative designs for you!

### File Requirements

Our preferred file format is a high resolution, CMYK or RGB jpeg and saved at highest quality.

ACCEPTABLE FORMATS - JPG, PNG, BMP at maximum quality.

### Digital Specs

The pixel dimensions are board specific and should be created between 200-300 dpi.

Bleed specifications should be set to 6 inches with a 6 inch copy.

### Vinyl Billboard Specs

Billboard sizes vary by Location. Generally designs should be submitted as: RESOLUTION - 72 ppi or higher. COLOR - RGB mode.

Bleed specifications should be set to 6 inches and a 6 inch copy. (With pole pockets add 4")

### Acceptable File Formats

Use the platform that is most convenient for your projects however, we highly recommend using Adobe Photoshop, Illustrator, InDesign or Quark.

Templates for vinyl and digital bulletins can be found at [www.MHoutdoormedia.com](http://www.MHoutdoormedia.com)

# LET'S START YOUR PROJECT

## GET IN TOUCH



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