

~ Blanket the Lake Geneva Area ~

# DIGITAL BILLBOARD

• Wisconsin State Highway 12 •  
(Four miles south of LAKE GENEVA, WI)

## Our Billboard Traffic

### TRAFFIC

40,000 - 43,000/day  
300k - 322k/week  
1.2m - 1.289m/month



### VIEWS

60,000 - 64,500/day  
399k - 450k/week  
1.8m - 1.93m/month

Traffic is based on estimated WI DOT 2021 traffic count data. Views assume avg. 1.5 people per car according to 2020 Nielsen data

## Our Monthly Rates

### HALF-RUN

7.5 SECOND AD  
EVERY 2 MINUTE INTERVALS

### FULL-RUN

7.5 SECOND AD  
EVERY MINUTE INTERVAL

1 MONTH

3 MONTH

1/2 YEAR

1 YEAR

\$499

\$449

\$399

\$299

\$999

\$849

\$799

\$699

SCAN TO SEE THE  
BILLBOARD IN ACTION!



30 ft x 10ft

# The Digital Advantage

- ✓ **No Vinyl Print -** Avoid the installation and printing expense that comes with a traditional static billboard. Digital allows you to change your ad copy quickly and easily.
- ✓ **Avoid Segmentation-** Other media is segmented and consumers have options. Everyone drives by billboards.
- ✓ **Develop Brand Awareness-** Add customers to your sales funnel by developing long-term brand awareness and also drive immediate conversions.
- ✓ **Always On-** The billboard runs 24/7 and that maximizes your chance of reaching your next customer.
- ✓ **More Creative Opportunities-** Include multiple creatives to your campaign to target different consumers or send different messages. Campaigns can also change based on time of day and weather



## DAYPARTING

We can deliver a different message based on the time of day. In the morning, a restaurant can promote its breakfast specials and the messaging can shift throughout the day.



## WEATHER

Your message can change based on real-time weather conditions. We can also include the current temperature in your ad to help improve visibility.



## RSS FEED

We can create a dynamic feed that updates based on your current inventory. This is perfect for real estate agents and auto dealers.



## COUNTDOWN

We can add a countdown to any creative to build anticipation for your event, grand opening or special offer or sale.

# Creative Suggestions

**Use big, thick fonts.** If fonts are too small, or if there is too much text, motorists won't have time to read it. **Keep the message succinct.** Use fewer words to capture the attention of a motorist. **Keep it simple.** A billboard isn't a newspaper ad or a brochure. There should be one idea or message per ad. If you want to include multiple messages, we will create multiple ads and rotate the creative.

## Size and Creative Specifications:

Size: 928x288 px    Resolution: 72DPI    Color Mode: RGB    File Types Accepted: JPG, PNG, BMP, or GIF

- Geneva Lifestyles -

Contact Phil Bonyata at 262-949-8852 or phil@genevalifestyles.com to learn more