

DETROIT MICHIGAN

Billboard Advertising



Billboard Advertising

371 Billboard Locations

672,829 Population

\$28,099 Average HH Income

Race and Ethnicity

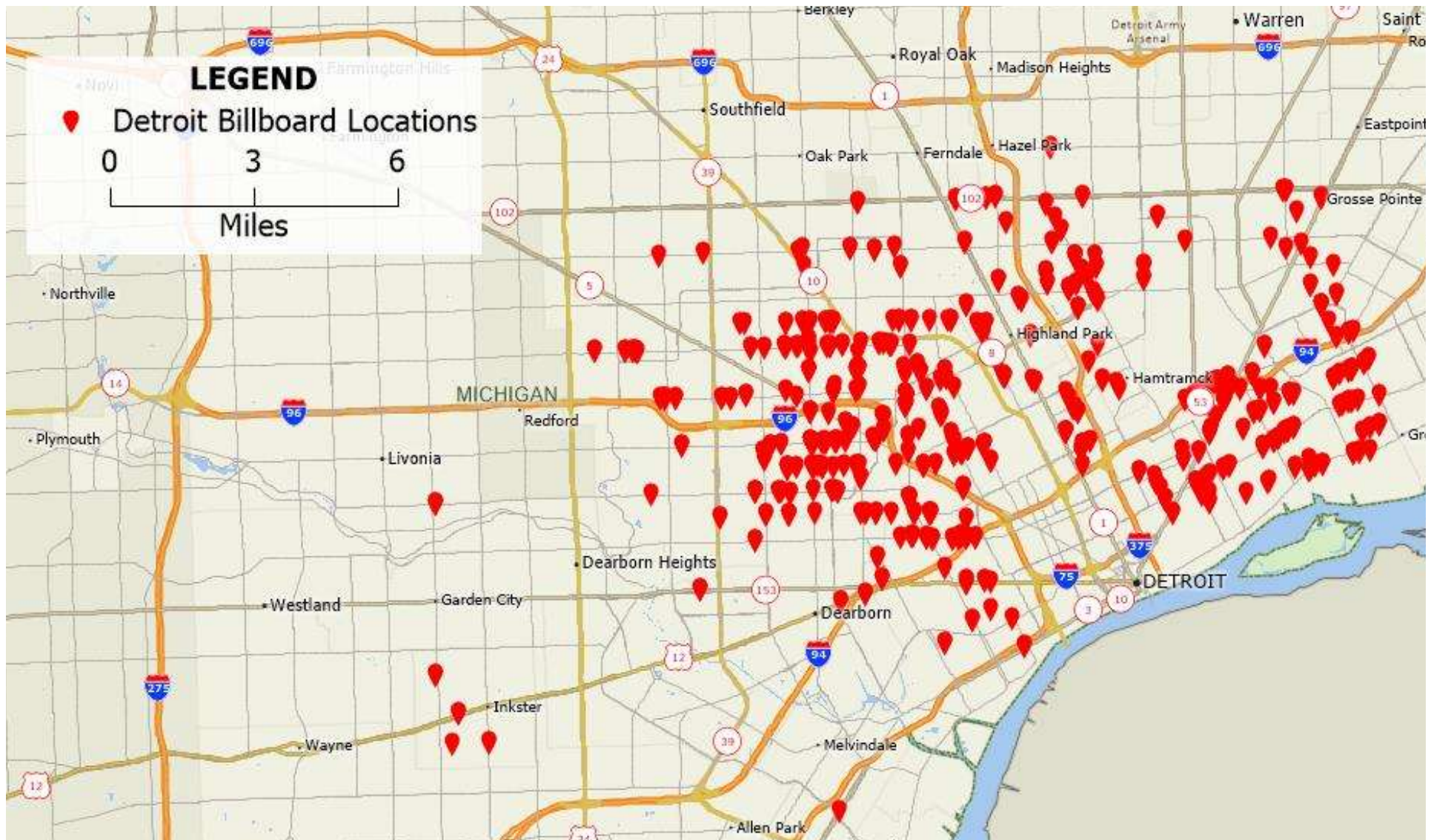
78.7% Black

10.2% White

7.03% Hispanic

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Design

Product Identification –make it quick and easy.

Simple background—don't let the background overshadow the product.

Large Illustrations—the bigger, the better.

Legible type—readers should be able to see at a distance while moving.

Bold colors—use color contrast to achieve impact and readability.

Short copy, short words—the shorter, the better because readers are in motion.



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Production

Size: 12' x 6'

Live Area: 5' x 11'

