

BENCH BILLBOARDS DO'S & DON'TS. v2/07

DON'T try to say too much and discourage readership, as the ads below will.



DO remember that the audience may have about eight seconds to react, consider, then digest an ad that you are inviting them to read. Also, it takes **nine** impressions to get into people's minds, and **one in three** times people really aren't paying attention. Thus, they have to drive by and read your ad at least **27 times** to get it. It takes time... and a direct, simple ad. *Don't make them work to read your message.* Also, a picture is worth a thousand words and, along with a human face, may increase interest.

The best ads quickly express: WHO YOU ARE; WHAT YOU DO; HOW TO GET A HOLD OF YOU.

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