

Who Uses Outdoor Advertising?

norton

- Over 80% of outdoor advertisers in Cincinnati are **locally or regionally owned or operated!**
- Examples of outdoor advertisers include:

Busken Bakery

Cappel's

Cincinnati Art Museum

Cincinnati Reds

Cincinnati Museum Center

Cincinnati Public Radio

Drees

Graeter's

Gold Star Chili

Kroger

LaRosa's

McCluskey Chevrolet

Montgomery Inn

Skyline Chili

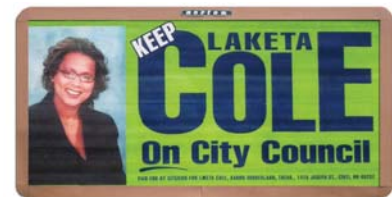
and more!

- **90% of rent Norton Outdoor pays goes to local land owners**, in excess of \$3 million dollars annually.

- Income from outdoor advertising generates higher income taxes, increased employment and business expansion.

- Property leased for billboard space **increases landowner's values!**

- Outdoor advertising is an **affordable advertising tool for local businesses!**



“We know that billboards promote brands, sell products, and direct motorists to roadway services. But outdoor advertising is also an important forum for non-commercial speech, helping law enforcement and non-profit groups such as the American Red Cross.”

-US Representative Jim Oberstar (D-MN),
September 12, 2006 *Congressional Record*



Did You Know?

Traffic safety experts have studied the relationship between outdoor advertising and traffic accidents since the 1950's, finding *no scientific or authoritative evidence that billboards are linked to traffic accidents.*

Source: Traffic Safety: An OAAA Issue Brief, April 2006

Public Service Announcements



Norton Outdoor Advertising provides Public Service Announcements (PSA's) for numerous causes and donates hundreds of thousands of dollars annually in advertising space to local charities and non-profit organizations including:

- Boy Scouts**
- Girl Scouts**
- Catholic Inner-City Schools**
- Crime Stoppers**
- Hoxworth Blood Center**
- Ronald McDonald House Charities**
- St. Vincent DePaul**
- The Leukemia & Lymphoma Society**
- Tall Stacks**
- and more!**



Did You Know?

Public service has always been an important component of the outdoor advertising industry's priorities. Public service announcements are viewed as a responsibility of the industry, and its practice of filling "open boards" with messages ranging from the inspirational to safety concerns.

Source: Aesthetics: An OAAA Issue Brief, July 2002



"We've experienced great success from our exposure on the NortonHD Outdoor billboards. I can't thank you enough for the opportunity, and please know your compassion and generosity will help us to care for families with hospitalized children during their most difficult times."

- Jennifer Goodin
Executive Director, Ronald McDonald House Charities of Greater Cincinnati

"Thank you for the support your company has provided to the Crimestopper Program in the Cincinnati region. You have helped law enforcement by adding thousands of additional eyes in search of this subject. It is companies such as yours that make this nation great."

- Cecil Thomas
Cincinnati Councilman,
Law and Public Safety Committee Chairman

"There is no doubt in my mind that the tremendous exposure we received from these ads will benefit the SPCA for years. We appreciate what you have done for us and will continue to recommend Norton when given the opportunity."

- Mike Retzlaff
Director of Development, SPCA Cincinnati