



# PSN Billboard



## Introduction

PSN Billboards is an all-encompassing outdoor distribution channel that offers government agencies and nonprofit organizations the ability to place public service announcements (PSAs) on a guaranteed and low-cost basis in a variety of locations that reach pedestrians, truck and automobile traffic and transit ridership.

## How It Works

PSN will work with your organization to reach your target market and distribute your message on major transportation corridors and roadways in areas with the largest target populations by region, state, or nationwide.

## Billboard Services Include:

- Guaranteed PSA distribution
- No printing required – digital and vinyl signage
- Signage is lit nightly and displayed for 24 hours each day
- Regional and local market reach and saturation
- Installation included
- Captive audience

## How It Targets

PSN will work with you to build a customized distribution list that will reach your target audience:

## Impressions

PSN Billboard campaigns will run for a minimum of two (2) months averaging thousands of impressions on a daily basis.

## PSN Billboards Highlights

- Guaranteed PSA distribution
- Local or national targeting
- Low-cost PSA rates
- Guaranteed impressions
- Captive audience
- Excellent reach with numerous demographic targets
- Includes printing and installation

## Sample: PSN Billboard

