

DIGITAL OUT-OF-HOME

Seattle



Pacific Outdoor Advertising offers the largest network of Digital OOH Units in the Puget Sound Region

24 hours a day / 7 days a week

Digital OOH

A Powerful, Dynamic, Media Amplifier

Pacific's digital units offer unlimited **Creative Flexibility** with innovative ways to amplify customer interactions and help Advertisers build brands. With the ability to serve **dynamic content**, Digital OOH is a unique medium that can deliver relevant messaging in **Real Time**.

50%

of commuters notice Digital billboards all or most of the time

65%

of viewers engaged with brands online after seeing a digital billboard ad

52%

of viewers engaged in mobile device actions after seeing a digital billboard



DYNAMIC CAPABILITIES INCLUDE:

- Day parting content
- User-generated content
- Countdowns
- Live scores
- Traffic and commuting
- Weather triggers
- Social feeds
- Special pricing
- Wait times
- Trending items



Source: OAAA

DOOH is a great option for advertisers that want the ability to, run multiple designs, highlight different aspects of their business, and reach the market at relevant timing for short term advertisers.



CREATIVE FLEXIBILITY

Digital OOH offers the ability to cycle through multiple designs, or change messaging at your convenience.

DYNAMIC TRIGGERS

Deliver specific messages based on time of day, the current weather, update to the minute pricing, or stream from your social media feeds!



HIGH IMPACT LOCATIONS

Pacific's digital inventory delivers massive audiences, with premier locations on some of the busiest freeways, highways, and city streets in the Puget Sound region.

How it works...

- Digital billboard ads are sold as 8-second spots, and rotate in a slideshow show fashion. A rotation consists of up to 8 spots per digital billboard.
- Traditional OOH campaigns require a minimum 4-week flight. Digital OOH ads can be bought by the day, week, or 4-week period.

REACH

Pacific's digital network covers the Greater Seattle area to produce maximum impressions all across the market.

NO PRODUCTION

Never wait on your advertisement to get up and running, no lead time required, and no printing or installation costs for digital ads.

Digital Bulletins

Pacific Outdoor Advertising's Digital Billboard Network

PIERCE COUNTY INVENTORY

Reach the South Sound and commuters traveling between Tacoma and Seattle!



9 Digital Bulletins

Formats: 20'x60', 14'x18', 10'x30'

- High profile locations on Interstate-5, Pacific Highway, and Canyon Road
- Entire network delivers over 3 million weekly impressions

SNOHOMISH COUNTY INVENTORY

Reach the North Seattle suburbs in Snohomish County.



5 Digital Bulletins

Formats: 14'x18', 12'2"x41'2"

- Premier locations in Lynnwood, Mill Creek, and Everett
- Entire network delivers over 650,000 weekly impressions

Real, Relevant, Advertising *in Seattle*



Ready to go Digital?

Schedule a consultation with an experienced Pacific Outdoor sales professional to create the digital OOH advertising campaign that best fits your budget and goals.

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PACIFIC
OUTDOOR ADVERTISING