

YES, I Want a Free* Billboard!

How to get a billboard on display

First know there are three parts to a billboard display: the artwork, the production - printing and labor, and the rental space of the billboard.

*Learn which parts are free and how to make it work for you!

- ***The National Exchange Club provides billboard artwork for free.*** Choose from one of our many designs and download the EPS file from our website.
- ***Contact your local outdoor advertising company.*** Check the phone book or look for the company name on the bottom of local billboards. Ask if they have any available billboard space they would be willing to donate to your club for free. Let them know you already have artwork.
- ***Discuss production charges*** with the company. If they have agreed to donate the space find out the cost for printing and labor. This will vary from market to market. Most outdoor companies now use a poster flex rather than poster paper. Production usually takes a week after artwork is approved.
- ***Do not request a billboard in the most prominent part of town*** or for a certain time. To be that specific, plan on renting the space, like any other advertiser.
- ***To try for a certain month or time of the year*** your best chance would be to start your request as many months in advance as possible. It's not a guarantee, but it can't hurt.
- ***Remember to say THANK YOU!*** If a company donates space to your club, be sure to send a prompt thank you note. Also consider inviting someone from the company to be a speaker at a meeting. Learning about the history, innovations and success of the industry would be an interesting program.

*Keep in mind that free - in this context - means free artwork and free rental space - the two most expensive parts of a billboard. Vendors almost never donate printing production or installation labor.

EXCHANGE
THE NATIONAL EXCHANGE CLUB

3050 Central Avenue, Toledo, Ohio 43606
1-800-XCHANGE www.nationalexchangeclub.org