



Advertiser Benefit Statement for Glue-Free, Single Sheet Posters

Features:

- The Cable System eliminates the use of glue/paste in favor of a single sheet, recyclable plastic film
- Print quality on the single sheet poster is excellent, the same as traditional flex billboards.
- No more visible seams, image “show through”, flagging or other weather related problems, and no more color differences among the 10 or 12 sheets of paper currently used to panel together a poster
- Posters are delivered ready for installation enabling faster posting cycles and shorter and more frequent showings.
- Posters are made from recyclable, 100% polyethylene, the most commonly recycled plastic in the world. Your ad budget gets results w/out contributing to a problem for the environment.
- The brightness of Eco-Posters is substantially greater than any available poster paper.
- The Cable System eliminates poster failures, repairs, reinstallations, and the need to track credits or overages offered by posting companies
- Ads look better longer: One-Piece-Posters look consistently good regardless of weather conditions and for the duration of your 30 to 60 day contract term. When overage periods are granted and copy stays up past the contract term, advertiser’s production will still look terrific.
- No need to purchase overages.

Benefits:

- **IMAGINE** ... Posters that now look the same as bulletin flex helping you build a consistent brand image throughout your 30 or 60 day campaign.
- **IMAGINE** ... An ad campaign that will earn your company a reputation for the best green practices in outdoor advertising.
- **IMAGINE** ... Your ad budget gets results w/out contributing to a problem for the environment.
- **IMAGINE** ... More time to get the creative right before the start of your campaign. Posters are printed digitally and are delivered ready for installation enabling faster posting cycles and shorter and more frequent showings.
- **IMAGINE** ... Less paperwork and administrative costs to track credits and “make goods” because posters are not affected by weather – looking as excellent at the end of the campaign as they did on day one.