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# How to Banner Advertising by Harry Tan

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When looking for a best place to advertise, busy traffic intersections or areas will always offer the best opportunity to have a large number of potential customers learn about your business every day. That is why outdoor advertising banners are a great way to get the word out about your business. You probably want to spread a message or maybe you have more business minded needs such as promoting a company or product. Whatever it is, banner advertising can help you achieve your goals. And here is how to get thousands of motorists to take a glimpse of your advertisement.

1. Communicate your message in eight words or less. If the banner is near fast moving traffic, the lettering should be at least 3 ft high. Outdoor advertising banners come in different height ranges so you can pick one that best works for your message. Tests show that outdoor advertising banners motivate very few people to contact a business unless they are giving away a gift or money. So donâ€™t forget to include a strong call to action in your advertising message.

2. Determine your budget for banner advertising. Prices differ depending on the size and location of your advertisement. If you are renting more than one banner, you can try negotiating a discount. If your cause is sufficiently just, an agency may be willing to donate billboard space. However, you will still have to pay for the design, printing and mounting costs.

3. Contact the best advertising agency that you know and check if they offer outdoor advertising banners. Most advertising companies will work with you on your objectives, budget, concept, design, execution and monitoring of traffic that passes by your advertisement.

There are so many types of banners you can choose from in order to convey the message or logo of your business. There are mesh banners that mostly used in windy months because they allow the wind to easily pass by without any hindrance to the strings used to hang them. Thereâ€™s also flexible banners that mostly used outdoor for temporary purposes. This type of banner advertising is most suitable for travel advertisements because they can be folded easily and very portable so you can use it anywhere, even indoors. Simple banner stands is smaller compared to the other types of outdoor advertising banners but they can be easily be carried from place to place and are usually used in cafes. Retractable banners are also meant for temporary advertisement outdoors. It is also portable and not too expensive. Thus, they can be afforded by simple businessmen to advertise his product or service easily. And last but not the least, flying banners. These types are mostly used as overhead banners. These are made up of materials that can withstand tough weather conditions such as rain, wind, etc. These are also not that expensive and can be very simple and easy to set up.

Outdoor advertising banners play a very crucial role in the society not only to advertise but for other purposes as well. By using these banners, the business can get a large number of people to see their message.

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Singapore-Based Outdoor a Advertising and Marketingcompany, SMRT Media, is known for a Effective Advertisingstrategies and campaigns such as a Digital Billboard Advertising, a Airport Advertising and a Subway Advertising.

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