



Item:

Billboard Advertisements (Dan Douglas)

Requested Action:

Receive update on Billboard Advertisement

Background:

Dr. Karen Cole-Smith has asked for a report on the use of billboard advertising. The goal is to generate more awareness of the Children's Trust of Alachua County throughout the County.

We are working with Clear Channel Outdoors to identify billboards in the community that would be desirable for the Trust. We are focused on identifying high-traffic areas in the community and not on Interstate 75. We are currently personally viewing sites provided by a billboard vendor.

Factors affecting billboard advertising:

1. Inventory: There are only a handful of vacant (or soon to be vacant) billboard and available billboards change on a weekly basis.
2. Costs vary by location and size.
3. Effective billboards have 6 to 10 words and 1 or 2 images, depending on size of the billboard.

Attachments:

None

Programmatic Impact:

None

Fiscal Impact:

TBD

Recommendation:

Receive report