

AdBoard



OUT OF
HOME MEDIA

INsights

Welcome

AdBoard is at the forefront of out of home media. Out Of Home Media Ltd, a subsidiary of Adboard Media Ltd, is Cyprus' premier provider of indoor advertising. Indoor Advertising is a specialized media for you and your customers. Full-colour poster ads are prominently displayed in common areas at pediatrician clinics, gynaecology clinics, fitness centers, children's play centers and cafeterias.

Top 10 REASONS

- Indoor advertising targets specific segments.
- The boards are located in high traffic areas.
- Time spent with medium is up to 3 minutes
- Recall rate is 62%
- Nobody changes our channel, and they can't turn the page.
- The cost is a fraction of traditional print media.
- By choosing your locations, you can target by age, income, and gender.
- Indoor ads are viewed in a clutter-free environment.
- We guarantee your ads will be read by your target audience.
- For top-of-mind consciousness, all day and every day.



AdBoard
Dynamic Communication

 OUT OF
HOME MEDIA

 ad+sport

 THE
SUN
TIMES
DISCOVER CYPRUS!

 THE
SUN
TIMES
HOME



what else should you know?



why inDOOR?

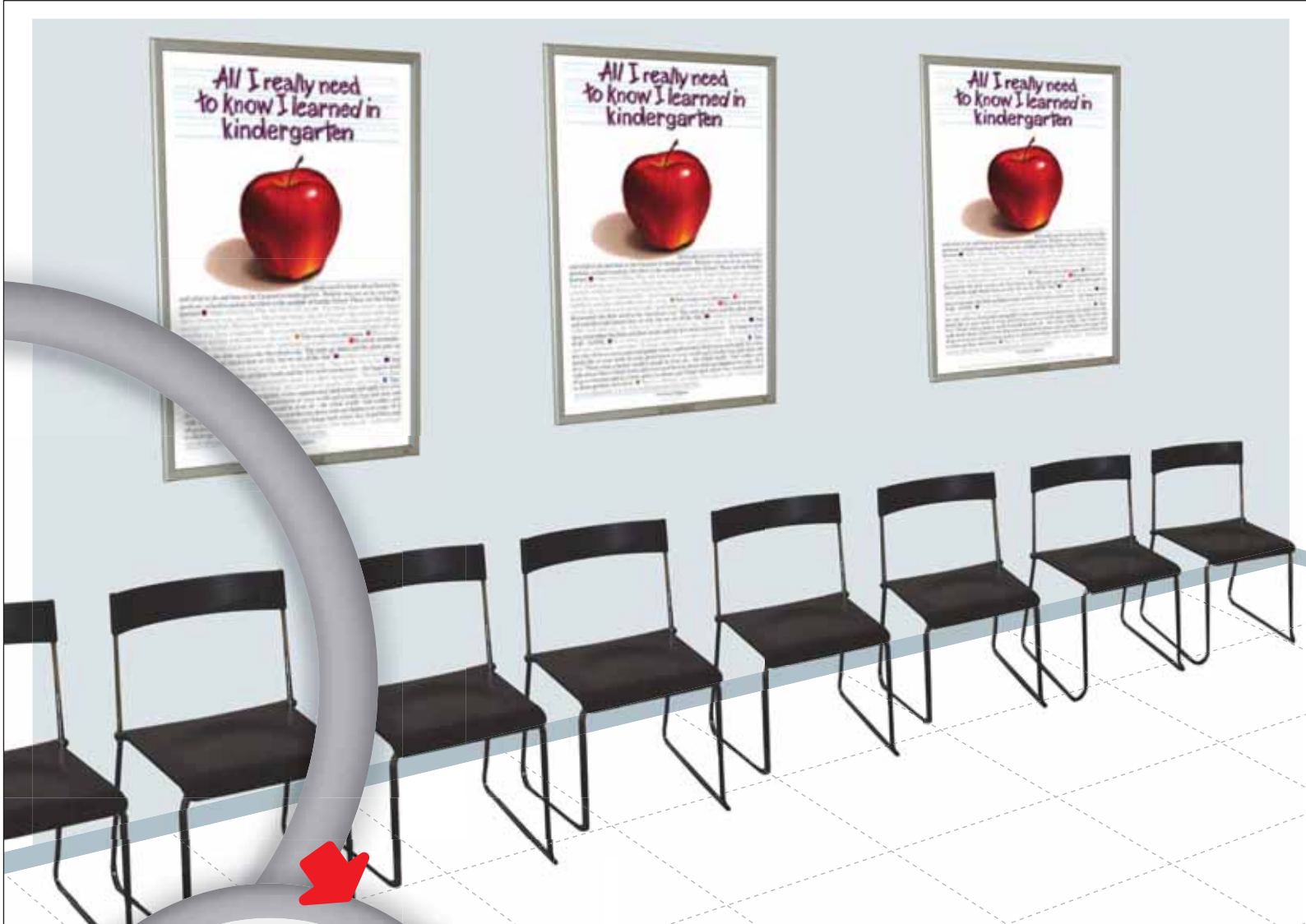
Adboard Dynamic Communication and its indoor division selects locations very carefully. The variety of these locations enables advertisers to target their message by demographics, geography or gender profile. These locations makes Out of Home Media Ltd the perfect choice for knowledgeable advertisers who want cost effective out-of-home media.

facts:

- Active consumers give the medium their undivided attention for up to three minutes. (OAAA)
- Since 2002, Out of Home Media Indoor division has been the industry innovator in Cyprus. As a pioneer in the field, the company established national industry standards for quality, placement, ad size and posting verification very carefully.



**OUT OF
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Our Portfolio

- Baby Boards
- Beauty Boards
- Day Care Boards
- Gynaecology Boards
- Pediatrician Boards
- Fashion Boards
- Health Care Boards



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Posting Calendar

Indoor Displays



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January	2/01	31/01
February	1/02	28/02
March	1/03	31/03
April	1/04	30/04
May	1/05	31/05
June	1/06	30/06
July	1/07	31/07
August	1/08	31/08
September	1/09	30/09
October	1/10	31/10
November	1/11	30/11
December	1/12	31/12

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Dynamic Communication

Out of Home Media Ltd

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