

Come Outside With Us

Come Outside With Us



Tyler Outdoor

Making History Since 1965

Tyler Outdoor Advertising is Oklahoma's premier outdoor advertising company that features more than 1,500 products including billboards and street side advertising displays throughout the Oklahoma City metro area, including Edmond, Midwest City, Norman, Stillwater and Tulsa. Tyler Outdoor is everywhere your customers are, so Come Outside with us!

Located in the heart of Oklahoma City, Tyler Outdoor specializes in such out-of-home advertising solutions as Digital Billboards, Bulletins, Benches, Shelters and new City Boards. Tyler Outdoor provides years of expertise, and serves as a partner for our clients, assisting anywhere from strategy and planning to graphic design artwork, to ensure the process is seamless.

Founded in 1965 by Ralph Tyler, Tyler Outdoor is still a local and family owned business by sons Ty and Tony Tyler. Tyler Outdoor Advertising is a part of Tyler Media Group; with sister company Tyler Broadcasting Corporation, which consists of seven radio stations, three television stations, and a commercial sign shop.



Bench or Bucket seating?



chk.com

CNG	1.59
Regular	3.40
Premium	3.63

IMAGINE SPENDING HALF AS MUCH AT THE PUMP
IT'S POSSIBLE WITH COMPRESSED NATURAL GAS

Chesapeake ENERGY
AMERICA'S CHAMPION OF NATURAL GAS

The image shows a gas station sign with prices for CNG, Regular, and Premium. Below the sign is an advertisement for Chesapeake Energy, featuring the slogan 'IMAGINE SPENDING HALF AS MUCH AT THE PUMP' and 'IT'S POSSIBLE WITH COMPRESSED NATURAL GAS'. The Chesapeake Energy logo and tagline 'AMERICA'S CHAMPION OF NATURAL GAS' are also visible.

The average American drives 54 minutes every day for a total of 302 miles per week. (And now on to other news)

Outdoor advertising is an important communications medium in an increasingly mobile society. Businesses communicate with customers. Candidates reach voters. Police track criminals. Charities advance the greater public good. Outdoor advertising is a growing industry with a bright future.

Did You Know...

Most outdoor advertisements promote local business, and most of those enterprises are considered "small business."

Outdoor Research

- More than **90%** of Americans aged 18 or older have traveled in a car, watched TV, or listened to AM/FM radio in the past week.
- The American public opinion (**80%**) reflects that outdoor both helps create jobs and helps businesses attract customers.
- **71%** of vehicle travelers notice a billboard ad each, most, or some of the time they pass one.
- **1 in 6** people who travel over 30 minutes to work each way, tend to choose stores closer to their homes for shopping.
- Outdoor advertising is available **24** hours a day, seven days a week.
- **90%** of motorists depend on outdoor to provide helpful information for locating services such as gas, food, and lodging, as well as retail outlets and tourist attractions.

Credit Arbitron Outdoor Study, 2009, Average Daily Report Routine, and Outdoor Advertising Association of America.

Outdoor cost
per 1,000 viewers
is much less
than that of
any other media



Outdoor Media

Tyler Outdoor's billboards reach traffic that drive near your business by having strategically placed billboards in high traffic areas, interstates, and intersections along major metro streets. - Come Outside with us!

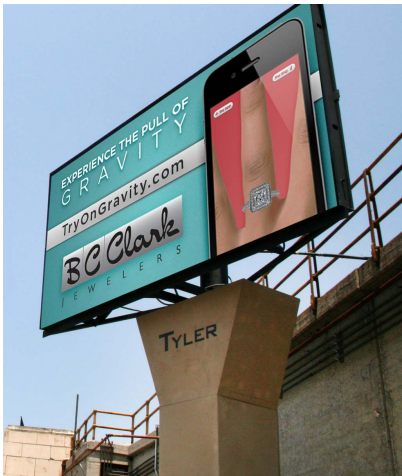
Digital

Welcome to the digital revolution. Tyler Outdoor is lighting up the heart of Oklahoma City and Tulsa with digital billboards located in Bricktown, Downtown OKC, I-44 (Tulsa) and other highly trafficked arterials.

Advertise just outside the Chesapeake Energy Arena and the Cox Convention Center to catch all the Thunder games and event traffic with the Digital Board at Broadway and Reno or the one at Broadway and Sheridan.

Bulletin

Go big or go home. Okay, you don't have to go home, but you can go big with Tyler Outdoor Advertising and its bulletins strategically located on major interstates and highways in the Oklahoma City metro area, Tulsa and Stillwater.



www.tyleroutdoor.com

Bench

Get on the Bench and in the game! The bus Bench Billboard is the most recognizable and affordable product Tyler Outdoor Advertising offers, featuring more than 1,000 locations throughout the metro area at a price that won't break the bank.

These Benches are a great way to brand your business or increase the bottom line through a call to action, as this 2 ft. x 6 ft. billboard is closest to the street. Want advertising in Bricktown, Edmond, Midwest City, Norman or almost anywhere in the market? Then get on the Bench and in the game!

Shelter

Gimme Shelter! Tyler Outdoor Advertising has you covered (literally) with its bus Shelter Billboards that are located at high traffic areas in Oklahoma City and Norman, providing advertisers a 6 ft. x 4 ft. vertical billboard.

The Shelter has a unique look that is sure to make the tens of thousands of people that pass by each day take notice of your ad, and like the Bench, it is outdoor advertising right on the street.

City Board

Tyler Outdoor Advertising is excited to introduce its newest form of outdoor advertising...the City Board. If you want an outdoor advertising medium with a sleek, streamlined modern design the City Board is the way to set your advertising apart from the competition with a 4 ft. x 6 ft. horizontal billboard.

The new City Boards are now on the streets, in premier locations in Oklahoma City, and are already in high demand. Don't miss out on this opportunity to take your advertising to the city and on the street for all to see.



5101 S. Shields
Oklahoma City, OK 73129

405.616.5000



www.tyleroutdoor.com

TYLER
SIGNS & OUTDOOR ADVERTISING