

# What to expect from your SignBird Marketing Package

**FORMETCO®**

Your SignBird Marketing Package (SMP) contains photo and video work as well as marketing content for you to use to market your billboard and sell ad space.

## Signature Cross Read Approach Photos



A signature creative perspective to highlight your board with all directions of traffic. This unique view shows the value of your board as well as introduces the traffic around the board.

## Drone Photos

Give prospective clients a birds' eye view of your board, including traffic and the surrounding commercial and residential environment.



**Whistler Billboards**

# SignBird Sheet

Our take on the classic Ride Sheet design, the SignBird sheet contains all the elements of a traditional ride sheet, tailored to your brand marketing and board specifications.

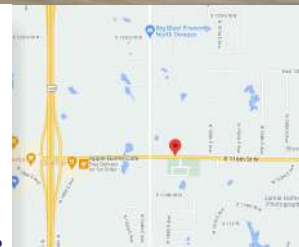


Owasso, Oklahoma



## OWA-02AD-EF-N-RR

- N/S Hwy 20, .5 miles e/o 169 (Cherokee Nation) E/F RR
- FACING: East
- TYPE: Digital
- WEEKLY CIRCULATION 18+: 83,573
- TRAFFIC: Westbound
- SIZE: 10'x30'
- COUNTY: Rogers
- GPS: (36.32218,-95.80994)
- ILLUMINATED: YES



### CONTACT

[byersoutdoor.com](http://byersoutdoor.com)

918-636-7693

Call for rates and leasing information

[byersoutdoor@mac.com](mailto:byersoutdoor@mac.com)



## Drive By Video



Robinson Outdoor

In days past, Billboard owners would often take their clients' on drives past their boards. Drive By video allows you to put any potential client behind the wheel for a realistic experience of driving by your billboard.

Scan here for  
Drive-By Video



# Billboard Video Proposal

The Billboard Video Proposal combines the various media captured by SignBird Pilots into an “elevator pitch” style video. Including a customized map with road and feature callouts, the Billboard Video Proposal can be sent directly to clients, linked on websites and social media, or embedded into wherever necessary.



Scan here for  
Video Proposal

## Whistler Billboards



For any additional requests, please contact your Account Manager:



**Courtney Ericson**  
**570-881-1774**  
**courtney@signbird.io**

\*The SignBird Marketing Package includes the deliverables referenced in this document. Any additional footage, custom shots or editing, and specifically timed shoots must be discussed with the Account Manager. All of the aforementioned work may result in additional fees. Unless otherwise specified all projects are estimated to take up to 45 days. Certain conditions such as communication, weather, specific requests or environmental challenges will increase the timeline.