

BILLBOARDS

Outdoor advertising is a cost-effective way to create awareness of your business and achieve wide coverage in a local market. It enables your message to be seen quickly and frequently by a large, captive audience.

Unlike other forms of advertising, billboards provide continuous coverage. They keep your message up for everyone to see—24 hours a day, 7 days a week.

If you buy billboard space in your area, the co-op eligible designs provided in the Marketing e-Toolkit can be produced with your business name/logo and contact information. To request a pre-approved billboard layout, contact co-op@hayward.com and provide the following information:

- » Size of billboard in feet and inches.
- » Material: Is it vinyl or paper?
- » Production method: wraparound, 30-sheet or 8-sheet?
- » Your logo in digital form.

Pre-approved billboards can be found in the Assets folder.



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