



Billboard Advertising for Know-It-Alls (Paperback)

By For Know-It-Alls

For Know-It-Alls, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Billboard Advertising for Know-It-Alls is a reference guide to help readers understand the use of billboards and similar signage in advertising campaigns. Billboards are widely used in advertising messages related to political campaigns, product marketing and for non-profit causes. Three types of signs are covered in this book including traditional billboards, mechanical billboards and newer types including digital and mobile billboards. This publication also focuses on important issues related to using a billboard including effectiveness, placement, visual concerns, related environmental issues, road safety, and laws relating to billboards. Billboard Advertising for Know-It-Alls is highly recommended for those who are interested in learning more about advertising with billboards.

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