**Billboards & Outdoor Advertising**

1. What does “outdoor” refer to?
2. There are many categories of billboards are available. What are the two main categories in which all billboards can be lumped into?
3. **What is a Specialty Billboard? Sketch one here**
4. What is an extension on a billboard?
5. **What is a Spectacular Billboard?**
6. What are three reasons why outdoor advertising is an effective marketing tool.
7. **What are demographics?**
8. What is an impression in relation to billboard advertising?
9. TEASER billboards?
10. What are some common billboard design mistakes?
11. How long does the average viewer have to read a billboard?
12. What's the maximum amount of words you should fit in a billboard headline?
13. What kind of image resolution is used when producing a billboard?
14. All Billboards / Transit posters are described or known as ?
15. Some Good Design Tips?