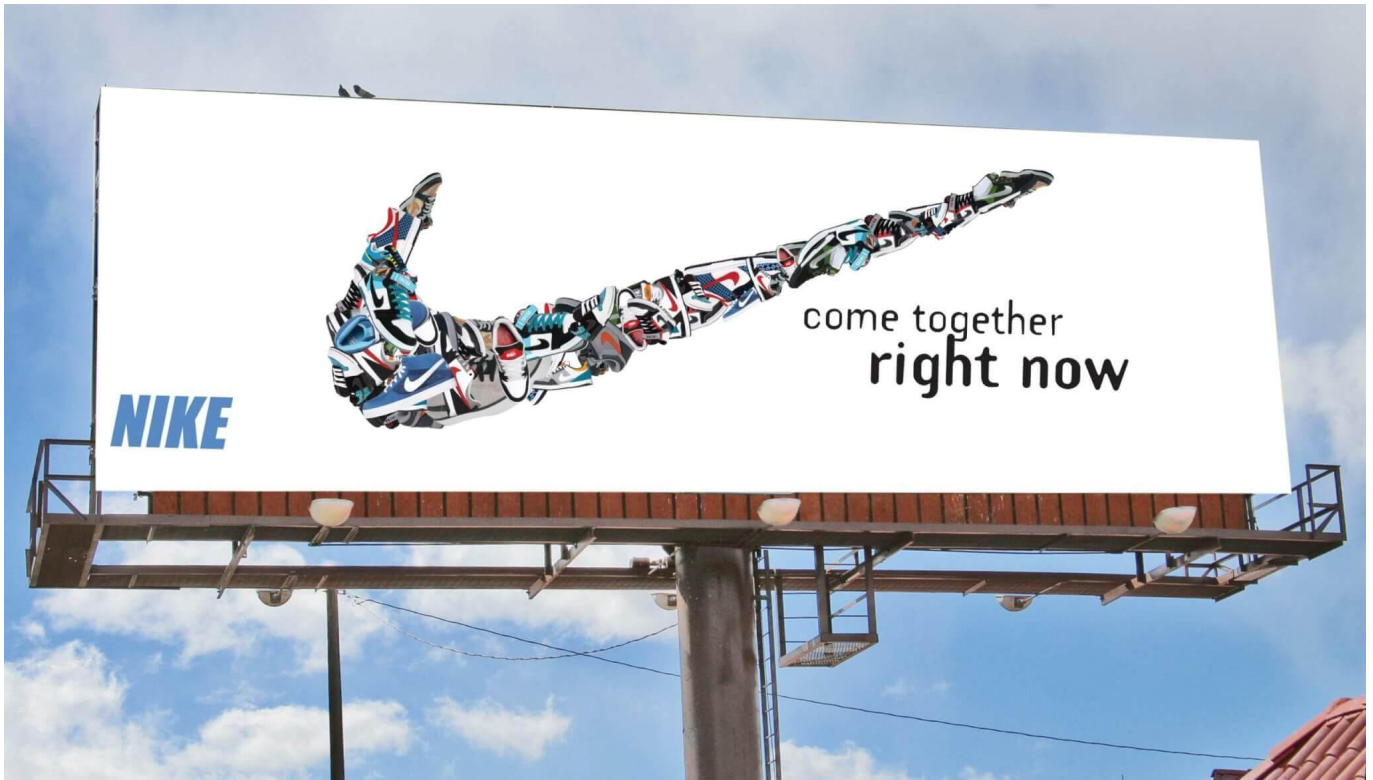


# Outdoor Billboard Advertising in Nigeria



Outdoor billboard advertising in Nigeria is one of the advertising strategies used by many firms. It consists of billboards, which are big outdoor advertising structures that display adverts to promote a brand or run a campaign. A visually appealing billboard advertisement attracts passers-by's attention. During traffic and go-slows, billboards on important routes keep people interested.

Billboards become tools for capturing the public's attention with a compelling message. Advertisements on busy roads are more likely to influence viewers' thoughts and consumers' judgments about a brand.

Outdoor billboard Advertising exposes your brand and increases awareness about your products and services to a larger audience, allowing you to establish credibility and trust,

which are core factors influencing their purchase decision.

## Types of Outdoor Billboard Advertising in Nigeria

Billboard advertisements vary depending on your marketing campaign requirements and other factors such as size, content format, and so on. This allows small and large businesses to choose the style of billboard advertisement that best suits their budget. We will explain 5 for the sake of this article;

1. **Digital Billboard**
2. **Portrait Billboard**
3. **Unipole Billboard**
4. **Eyecatcher Billboard**
5. **Bridge Panels**
6. **Gantry Billboard**
7. **Backlit Billboard**
8. **96-sheet Billboard**
9. **Bulletin Boards**
10. **Mobile Billboard**
11. **Wall drape and wall panel**

### Digital Billboards



Digital billboards are computer-controlled LED displays that can display ads, text, numbers, characters, symbols and other content. They can also be adjusted remotely or automatically using electricity or digital technology. Every six to eight seconds, advertisements on digital billboards and signage rotate in a slide show style. Digital billboards are sometimes known as LED signs or digital signage. Top-tier advertisers are increasingly using digital billboards because they are

visually appealing, always visible and recognizable from a distance. It allows advertisers to launch campaigns almost immediately.

### **Portrait Billboards**

Portrait billboards provide cost-effective coverage for inner city and retail areas with high pedestrian or traffic activity. These portrait sites are normally available in three common sizes: 3m x 4.5m, 4m x 6m, and 6m x 10m. They are commonly referred to as Style Panels. These billboards are ideal for retail since the creative can easily be transferred from magazine advertisements to billboards.

### **Unipole Billboards**

Unipole billboards are large boards erected on very tall poles because of their long-range visibility and utility. It has been shown to provide significant results. A unipole's distinctive rectangular shape allows advertisers to be innovative in their message content.

### **Bulletin Billboards**

Bulletin billboards are the most common, standing 48 feet wide and 14 feet tall and capturing both vehicles and pedestrians. It is typically encountered on expressways, highways, and heavily trafficked roadways. They provide tremendous brand awareness in crucial locations.

### **Bridge panel Billboards**

Bridge Panel Billboards are large advertising displays mounted on the sides or above roadways, specifically on bridges. Their size and location offer high visibility to commuters. Bridge panel advertising can be expensive compared to other OOH options due to their prime location and large format.

# Difference between Static and LED Billboard Advertising in Nigeria

Static and LED are two display technologies that are most dominant in the competition for viewers' attention. However, how can you pick the best one for your requirements? Let's examine their advantages and disadvantages in more detail:

## Static Billboards



Any printed signage that is not meant to be updated or modified frequently is referred to as static signage. This usually refers to billboards, advertising hoardings, directional signage, notice boards, fixed printed signs, banners or posters.

- 1. Static billboards are easier and more Economical:** Static displays are the workhorses of the advertising industry. Compared to LED displays, they are typically less expensive to make and maintain. Static displays include signs like traffic lights, billboards and posters.
- 2. Crisp Image Quality:** Static displays are excellent at displaying detailed and high-resolution images. Rigid content means that fine details can be displayed without worrying about flickering or blurring.
- 3. Robust and Weather proof:** Static displays are frequently constructed to resist inclement weather. For long-term outdoor applications where continuous messaging is crucial, they might be perfect.
- 4. Restricted Flexibility:** The main problem with static displays is that they are not very flexible. The content is set once it is printed or generated. Because of this, they are inappropriate in scenarios where dynamic information

needs to be displayed or changes often.

## LED Billboards



LED Billboards, also known as Digital Billboards, are digital displays composed of small light emitting diodes (LEDs). These small diodes come in three

colours: red, green, and blue (RGB), and they combine to produce a pixel. LED billboard display images that are changed every few seconds by the computer.

- **Eye catching and dynamic:** LED displays are the superstars of the display industry; they are dynamic and eye-catching. Real-time text, images and colour changes which provides an engaging and dynamic experience. They are therefore ideal for drawing attention in busy places.
- **Versatility Unbound:** The size, resolution, and even shape of LED displays can be altered. They can be used for showcasing artwork and educational presentations, as well as for advertising and live sports results.
- **Remote Control and Scheduling:** Content updates are possible on the go with remote control of LED displays. This offers amazing versatility when it comes to scheduling content changes or controlling different displays.
- **Increased Cost and Maintenance:** Compared to static displays, LED technology is more expensive because of its complexity. Furthermore, because LED displays incorporate electronic components, they require additional upkeep.

# Benefit of Outdoor Billboard Advertising



**1. Broad Reach:** Unlike other advertising mediums, billboards offer constant visibility, reaching a large audience across multiple demographics. When strategically placed in high-traffic areas, they serve as constant reminders of your business, increasing awareness and visibility among potential customers.

**2. Constant Visibility:** Unlike other advertising mediums, billboards offer constant visibility. Rain or shine, day or night, your message will be prominently displayed, ensuring uninterrupted exposure to consumers.

**3. Targeted Advertising:** Companies can tailor billboard campaigns to specific demographics or geographic locations, maximizing the relevance and impact of the advertisement.

**4. High influence:** Properly designed and strategically positioned billboards may engage people and make a lasting influence. Their larger-than-life appearance stands out, beautifully breaking through the clutter of current advertising. A captivating billboard design combined with strategic placement can trigger emotions, pique curiosity, and increase brand recall, resulting in more consumer engagement and loyalty.

**5. Building Brand recognition:** Effective billboard advertising not only promotes a product or service, but also increases brand recognition. Marketers can create consumer trust and credibility by tying the new item to an established brand. Even if customers aren't immediately interested in the new product, increasing brand awareness can lead to future sales

and client loyalty.

**6. Creating Buzz and Excitement:** Strategic advertising can generate buzz and excitement about new products or services. Billboard advertisements can inspire anticipation and excitement from their intended audience by employing inventive narratives, appealing visuals, and compelling topics. This anticipation frequently leads to increased curiosity and interest, leading customers to seek more information or even make a purchase.

## **Best Practices for Outdoor billboard Advertising in Nigeria**

Below are some best practices to consider for a successful billboard advertising campaign in Nigeria:

### **1. Target audience:**

- Identify your ideal customer. Before anything else, identify your target audience. Age, economic level, geography, and interests will all have an impact on where you place your billboard and what message you convey.

### **2. Location:**

- Prioritize high-traffic areas with clear sight from several lanes. Consider important highways, busy intersections, and regions popular with your target demographic.
- Although Lagos has a vast audience, consider other major Nigerian cities or places related to your target market.

### **3. Design for Impact:**

- Use simple, bold images to capture the attention of drivers with little time. Use clear, attention-grabbing graphics and succinct messaging with a strong call to

action.

- Include cultural references or pictures that resonate with the Nigerian audience.
- Use color intelligently to stand out from billboard clutter and increase visibility.

#### **4. Static Vs Digital:**

Consider the pros and cons: Choose between static billboards (fixed message) and digital billboards (variable content). Static billboards are less expensive but provide less flexibility, whereas digital billboards are more expensive but support dynamic content and updates.

#### **5. Measure and Adjust:**

Monitor your outcome; although gauging the impact of billboards can be difficult, keep an eye on website traffic or mentions of the campaign on social media. You may want to A/B test a few different designs to determine which works best.

#### **Conclusion:**

Selecting the ideal outdoor billboard advertising for your company is very crucial. Before choosing the most effective billboard to raise awareness, businesses and brands must carry out their due research.

Customers are searching the market for goods and services that they can clearly see, thus the business must use the most effective billboards to reach their target audience in the right location.

I have no doubt that the company's sales and profits would rise as a result of the marketing department's sound strategy and well-chosen outdoor billboard advertising. Investing in public relations will attract possible customers.

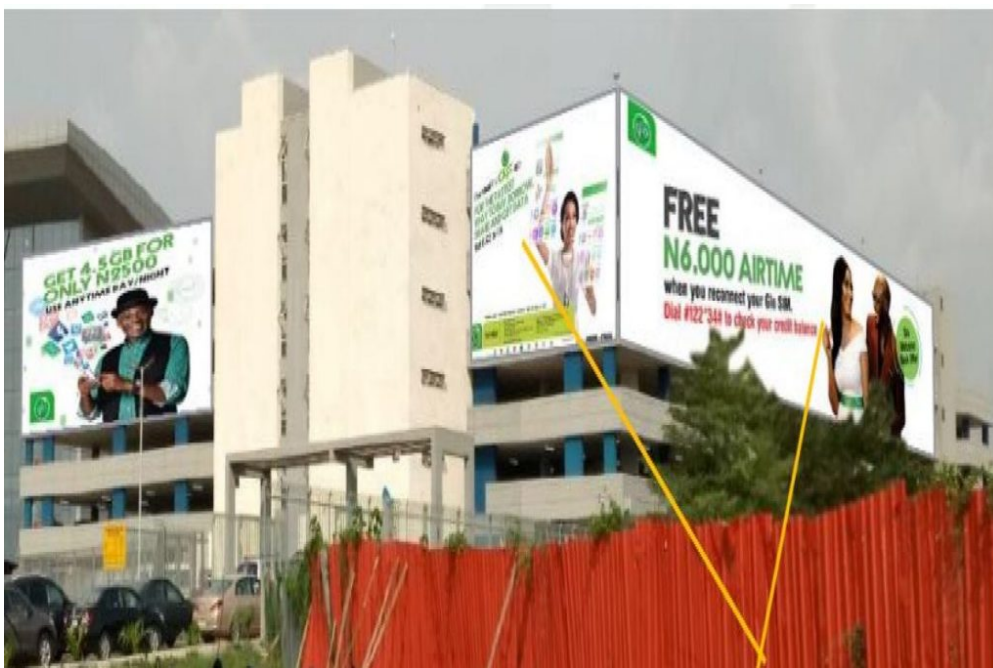
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▪ Website: [www.alternativeadvert.com](http://www.alternativeadvert.com)

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# Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state etc.



Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc.

## **Introduction:**

Billboards have long been an effective medium for advertising, capturing the attention of passersby and leaving a lasting impression. In Nigeria, the bustling states of Lagos, Abuja, Kano, and Delta offer prime locations for billboard advertising. This article explores the immense

potential and advantages of billboard advertising in these states, showcasing how brands can leverage this medium to maximize their reach and engage with a diverse audience.

**For free consultation about Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333**

**Lagos State:** Lagos Airport, also known as Murtala Muhammed International Airport, is Nigeria's busiest airport and a key gateway to the African continent. With millions of passengers passing through its terminals annually, advertising at Lagos Airport presents an exceptional opportunity for brands to capture the attention of a diverse and engaged audience. This article delves into the advantages and strategies for successful billboard advertising campaigns at Lagos Airport, enabling brands to soar to new heights of visibility and impact.

**Abuja State:** Abuja, the capital city of Nigeria, is a bustling metropolis with a thriving economy and a hub for government, business, and tourism. The Nnamdi Azikiwe International Airport in Abuja serves as a gateway for both domestic and international travelers, presenting an exceptional opportunity for brands to leverage billboard advertising.

**Kano State:** Kano Airport, also known as Aminu Kano International Airport, serves as a crucial transport hub connecting the northern region of Nigeria to other parts of the country and beyond. With a steady increase in passenger traffic, Kano Airport presents an excellent opportunity for brands to leverage billboard advertising.

**Delta State:** Delta Airport, also known as Asaba International Airport, a major hub for domestic and international flights, offers a unique opportunity for advertisers to engage with millions of travelers each year. In Nigeria, airports in Lagos, Abuja, Kano, and Delta are bustling hubs for domestic

and international travel, making them ideal locations for businesses to showcase their brands. In this article, we will explore the advantages of billboard advertising in these airports, highlighting the unique opportunities and considerations for advertisers.

## **Advantages of billboard advertising in Airport**

- 1. Extensive Reach and Footfall:** Lagos, Abuja, Kano, and Delta airports collectively witness millions of passengers annually. These airports serve as major transportation hubs for domestic and international travelers, providing a vast audience for advertisers to engage with. Billboards strategically placed in high-traffic areas within these airports offer an unparalleled opportunity to capture the attention of a diverse range of individuals, including business travelers, tourists, and locals.
- 2. Targeted Audience Segmentation:** Each airport possesses unique characteristics and attracts different types of travelers. Advertisers can leverage this diversity to tailor their messaging and effectively target specific demographics. For example, Lagos Airport attracts a significant number of business travelers, making it an ideal location for corporate brands to showcase their services. Kano Airport, on the other hand, caters to a large number of tourists visiting historical and cultural sites, creating opportunities for travel agencies and hospitality businesses. By analyzing the airport's audience composition, advertisers can craft compelling messages that resonate with their target customers.
- 3. Enhanced Brand Visibility and Recall:** [Billboard advertising](#) at airports provide a powerful platform to enhance brand visibility and recall. The bustling nature of airports ensures that passengers are often receptive to their surroundings, making them more likely to notice

and remember impactful advertisements. By incorporating eye-catching visuals, concise messaging, and memorable branding elements, businesses can create a lasting impression on passengers. The repetitive exposure to these billboards during different stages of their journey also reinforces brand recall, potentially influencing purchasing decisions even after leaving the airport.

4. **Competitive Advantage:** Billboard advertising in Lagos, Abuja, Kano, and Delta airports offers a competitive advantage by positioning brands prominently within high-visibility spaces. This presence enables businesses to outshine their competitors and differentiate themselves in crowded markets. The airports' diverse passenger profiles provide opportunities for brands of various industries, including tourism, hospitality, fashion, technology, and more, to showcase their unique offerings and gain a competitive edge.

## **Factors for Advertisers to Consider Billboard Advertising in Airport**

While billboard advertising in these airports presents immense opportunities, advertisers should consider the following factors:

- **Compliance and Regulations:** Adhering to the guidelines and regulations set by airport authorities is crucial. Advertisers must understand the permitted dimensions, content restrictions, and placement guidelines for billboards within each airport.
- **Timing and Seasonality:** Considering the peak travel seasons and local events is essential for effective campaign planning. Advertisers should align their messaging with relevant occasions to maximize engagement and capitalize on the influx of travelers during

specific periods.

- **Design and Visibility:** Creating visually appealing and attention-grabbing billboard designs is crucial for capturing the audience's attention amidst the airport's bustling environment. High-quality graphics, legible fonts, and compelling imagery are essential to ensure maximum visibility and impact.

## **Billboard advertising at the airport in Lagos**

Billboard advertising at the airport in Lagos, Abuja, Kano, and Delta airports offers businesses a unique opportunity to amplify brand exposure and connect with a diverse and captive audience. With extensive reach, targeted audience segmentation, enhanced visibility, and competitive advantage, these airports provide fertile ground for advertisers to drive brand awareness, generate leads, and boost sales. By carefully considering compliance, timing, and design, businesses can maximize the impact of their billboard campaigns and establish

**For Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333**

Follow the link for [Lamp poles advertising in Lagos](#) and other states in Nigeria

<https://alternativeadverts.com/lamp-pole-advertising-in-lagos/>

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# 2025 Top outdoor advertising agency in Nigeria – Affordable cost of billboards in Lagos, Abuja and other parts of Nigeria



Outdoor advertising agency in Nigeria. with access to over 5,000 [billboards in Lagos](#), Abuja, Port Harcourt, and all 36 states and FCT.

Access to about 1,000 BRT buses, 200 TV Stations, and 500 Radio stations nationwide.

Call us today for Free consultations on 08140806869, 07014039333.

[See the cost of outdoor advertising billboards in Nigeria](#)

Indoor and outdoor [billboard advertising in Nigeria](#) is a traditional medium of advertising goods and services, that is readily available throughout Nigeria, the channel has proven to be a very effective medium of advertising to date.

When running an Indoor and outdoor billboard campaign in Nigeria we recommend a combination of the traditional and non-traditional adverting options like digital marketing.

Choosing Indoor or outdoor [billboards](#) advertising is a no-brainer for most brands and it is most time the first choice

for most marketing agencies in Lagos, the reason is that it has been established to help increase the reach and the frequency of the brand's overall campaign for a product or service.

### **Billboards advertising costs in Lagos, Abuja, Ogun state, etc.**

When it comes to Billboard advertising costs, Lagos is the most expensive of them all followed by billboard advertising costs in Abuja and Ogun state.

The reason is that those three cities are the most experiential marketing city in Nigeria due to their population density, dynamic companies (e.g. banks, tech startups, retail, fashion, media, manufacturing, real estate, etc.), and the millions of consumers that take public transportation on a daily basis.

The cost is usually between N350,000 and N650,000 per month for static billboards while digital (LED) billboards are from N1,000,000 to N2,500,000 per month.

We are committed to ensuring that Billboard advertising cost in Nigeria is as affordable as possible, and we work with businesses of all sizes from top industries to SMEs to design, print, and install Indoor and outdoor billboards in Lagos, Abuja, and virtually all states in Nigeria.

### Types of billboards

There are several types of billboards but we will concentrate on just 3 for the sake of the article

1. Bulletin Billboard (Link to the various categories)
2. Digital Billboard
3. Mobile Billboard

### **Bulletin Billboards**

The bulletin billboards are the classic boards you see here

and there, there are the traditional billboard you see very often, They're usually 48 feet wide and 14 feet high, so that consumers driving and walking by can easily read them. And they are typically found on:

- Expressways
- Roads with heavy, dense traffic
- Highways

The average cost of bulletin billboards can range from N250,000 to N700,000 per month, depending on the location and production cost. These kinds of boards are comparatively more affordable compared to electronic billboard price (LED).

### **Digital Billboards**

On busy roads in Lagos, Abuja, and the central parts of other cities in Nigeria, you can find digital billboards displaying everything from personal care products to services from telecom providers, banks, etc.

Because they're impossible to look away from, most times they are placed in crowded areas so that the maximum number of people can see them.

They bring a lot of exposure to brands and can easily be customized, which is why they can also be expensive.

The cost to have a digital billboard ad can be anywhere from N1,000,000 to N2,500,000 monthly, but the average tends to be a little over N2,000,000. If you consider other factors such as location and demographics, the price could go even higher.

### **Mobile Billboard**

Mobile billboards are of two types, the flex, and the LED and they are what the name suggests: an advertisement on wheels.

The Mobile billboards can easily get around, which is why they're perfect for bigger events. They follow the target

audience around and can cover lots of ground.

The static (Flex printing) like most billboards can cost N50,000 to N100,000 while the LED can cost between N250,000 to N700,000 depending on the state how many vehicles are involved and for how long.

### **The advantages of Mobile Billboards (Flex and LED)**

- Access places that static billboards can't
- Low competition from other billboards
- Targets a wider audience i.e. pedestrians, drivers, highways, and suburban streets

### **Our Billboard Advertising Services in Nigeria**

The Billboard Advertising Services in Nigeria we offer is quite different from others because on our platform [www.alternativeadvert.com](http://www.alternativeadvert.com), you will have access to over 5,000 billboards in Nigeria that include but are not limited to the following

1. Unipole Billboards
2. Gantry
3. Super 48sheet
4. 48 sheet
5. Backlit
6. Wall mount Boards
7. 96 sheets
8. Bridge panel
9. Bulletin boards
10. Eye Catcher
11. Waldrip etc.
12. LED Billboards

We have billboards in every location in Nigeria; our goal is to ensure that you reach your target customers/clients wherever they are, both in the city and the villages.

We cover the entire 36 states in Nigeria including the FCT (Abuja) from Abia state, Adamawa state, Akwa Ibom state, Anambra state, Bauchi, Bayelsa state, Benue, Borno, Cross River, Delta state, Ebonyi state,

Other states include Edo state, Ekiti state, Enugu state, Gombe state, Imo state, Jigawa state, Kaduna state, Kano state, Katsina state, Kebbi state, Kogi state, Kwara state, Lagos state, Nasarawa state, Niger state, Ogun state, Ondo state, Osun state, Oyo state, Plateau state, Rivers state, Sokoto state, Taraba state, Yobe state to Zamfara state.

### **Billboards Installation**

We understand that time is money, and we go the extra mile to take care of everything regarding your advertising need.

So you can focus on what you know how to do best while taking care of all the related auxiliary services like fast-tracking signage permits with LASAA and APCON and other relevant regulatory agencies in Nigeria.

We are experts in the installation of billboards all over Nigeria within the shortest possible time.

### **Billboard Design**

We offer to do your Billboard creatives are no extra cost, in line with our mission to save you cost and ensure that [outdoor billboards advertising in Nigeria](#) is simple and affordable.

In designing your billboard creatives, we pay attention to details and ensure that the design is appealing and your message delivered without any ambiguity

### **Billboards Printing**

We can also handle your billboard printing to ensure it is out in record time, and also look clean and appealing to your audience

## Customers review below

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# Billboards advertising in Lekki & cost of billboards advertising per month in Ikoyi and Victoria Island Lagos

[Billboards advertising in Lekki](#) and the cost of billboard advertising per month in Ikoyi, and Victoria Island Lagos.



Billboard advertising is a form of marketing that makes you stand out among your competitors and gives your brand

recognition and credibility.

It is the process of using large-scale print and digital advertising boards called billboards or hoardings (known to those in the UK) to market or promote a brand.

## [List of billboards in Lekki Lagos and the cost of advertising per month](#)

### TYPES OF BILLBOARD ADVERTISING

1. [Digital Billboards \(LED\)](#).
2. Unipole Billboard.
3. Lamppost Advertising.
4. 48 Sheet Billboard.
5. Mobile Billboards or Mobile Led Advert Truck.
6. Three-Dimensional Billboards.
7. Wall mount

### COST OF BILLBOARD ADVERTISING IN NIGERIA

The cost of [billboard advertising](#) in other parts of Nigeria depends on the location and the type of billboard.

The cost of billboard advertisement placement in places like Lekki, Ikoyi, and VI can cost around N 350,000 (Three hundred and fifty thousand) and N5,000,000 (Five million naira) per **MONTH (30 DAYS)**.

The cost of the Billboards advertising could be higher depending on the location and type of billboards you intend to run advertisement on, but Digital billboards (LED) and generally more expensive than static billboards.

**If you wish to do Billboard advertising in Lekki or need the cost of billboard advertising per month in Ikoyi, Victoria Island Lagos, etc, call 07014039333 or 08140806869 for FREE CONSULTATION.**

It also depends on some factors which you need to cater for:

1. **LOCATION OF THE BILLBOARD:** You first consider factors like getting a precise location for your target audience, where your customers' coverage is, etc.

You need to organize where your target audience is and where to meet them.

2. **TYPE OF BILLBOARD (STATIC OR DIGITAL BILLBOARD):** Billboard advertising cost in Nigeria looks at two major types;

- **STATIC BILLBOARD:** This is a means of a billboard displaying a fixed advertisement face, where the face is not changeable within seconds or minutes but there has to re-erect another face for there to be a change.
- **DIGITAL BILLBOARD (LED):** It is a billboard that displays digital images that are changed by a computer system every 8 seconds.

3. **FEE PAID TO APCON:** APCON an acronym for Advertisers Practitioners Council of Nigeria is a government advertising regulatory body.

All billboards must be approved by APCON and it costs from **N25, 000 (twenty-five thousand naira)** to **N275, 000 (two hundred and seventy-five thousand naira)** per advertisement depending on the turnaround time.

APCON has three vetting options

1. Regular vetting (15 working days) N25,000
2. 16 hours Accelerated vetting (2 days) N175,000
3. 8 Hours accelerated vetting (1 days) N275,000

5. **DESIGNING COST FOR BANNERS:** You have to design an eye-catching design that would grab the attention of the

audience and the advertisement that would be bold enough for them to read because the audience is always on the go.

6. **RENT COST|**: Every agency in Nigeria charges differently for the rent cost of billboard advertising in Nigeria depending on the location.

## **EFFECTIVENESS OF BILLBOARD ADVERTISING IN NIGERIA**

Billboard advertising is very effective in promoting and marketing your brand. It is also used as a means to build brand awareness and broadcast your business to as many people as possible.

Billboard advertising allows customers to recall a brand especially when it is their favorite brand, for instance; a driver stuck on the highway or waiting for the traffic light to turn green comes across a digital billboard promoting their favorite brand bringing a new product, and it would be hard to resist such advert.

Billboards tend to have the highest number of views and impressions when compared to other marketing and advertising methods.

—

## **WHERE CAN I GET A BILLBOARD?**

At Alternative adverts Ltd, we offer our clients the opportunity to advertise on over 1,000 billboards around Nigeria, being one of the leading advertising agencies in Nigeria with over ten years of experience and expertise offering **BILLBOARD ADVERTISEMENT SERVICES** at an affordable price without compromising quality.

The company has a stronghold both in Nigeria and Africa.

It is part of one of the leading outdoor advertising in Nigeria with many awards and recognition for its claims.

They offer services like pay per click (PPC), and search engine optimization (SEO), search engine marketing (SEM) and have also mastered the best hack strategies and also tactics for social marketing.

For more information about Billboard advertising in Lekki and the cost of billboard advertising per month in Ikoyi, Victoria Island Lagos, and other parts of Nigeria call **07014039333** or **08140806869**, for **FREE CONSULTATION**.

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# Outdoor billboard Advertising In Nigeria The Cost And New Benefits 2025

Outdoor Billboard advertising in Nigeria and the List and cost of outdoor billboards in Lagos and the cost of Advertising in Abuja

See the [billboard advertising cost in Nigeria](#)

[Billboard advertising in Nigeria](#) is the process of using large-scale print advertisement to market a company, brand, product, service, or campaign.

See the [List and cost of outdoor billboards in Lagos](#)

Billboards are normally placed in high-traffic areas, such as

along highways and in cities, so they're seen by the highest number of pedestrians and drivers.

Billboard advertising is classified as out-of-home (OOH) advertising, which is any advertising that gets to consumers when they're outside of their homes.

Billboard advertising has been a prominent medium for outdoor advertising for a very long time. The message in this medium needs to be very brief and easy to comprehend.

Billboard advertising is productive for building brand awareness and broadcasting your business or product to a large number of people.

**See the list and [cost of Advertising billboards in Abuja](#)**

Billboards tend to have the highest number of views and reactions when compared to other marketing methods.

For billboard advertising, it has to be bold and simple, cause drivers or passersby only have a few seconds to get a glimpse at your billboard advertisement.

Also, the colors to be used should stand out so that they can attract viewers.

It also has to be creative in order to stand out among the hustle and bustle in a specific area.

There are different types of billboards, which are;

- Classic billboard is also known as Bulletin
- Vinyl billboard
- Mobile Billboards
- Scented billboard

- Three-dimensional billboard
- Posters
- Painted billboard

## **BENEFITS OF OUTDOOR BILLBOARD ADVERTISING IN NIGERIA**

- 1. Creates brand awareness:** Billboard advertising is a very effective medium for businesses and companies that want to reach a large number of people. For businesses that are trying to get increased traffic to their website, billboards are the most efficient advertising medium. When most people view the billboard it increases their awareness of such brand, cause they tend to remember the brand.
- 2. Viewers get engaged and amused:** Billboard should be designed in such a way that it captivates the audience, the images, and colors to be used should be bright and not look too excessive, and also the texts and messages should be clear and easy to understand. This can get the viewers engaged in such billboard adverts.
- 3. Works 24/7:** Unlike other advertising mediums such as television commercials, radio adverts, billboard adverts can be seen on the road every day. It provides repeat exposure to your ad as passersby have a regular route.
- 4. Less messages:** The messages that a billboard advert pass should always be less and also understood the moment anyone sees it. Research has shown that these images or catchphrases stick to the viewer's mind. For businesses that wished to use billboards to advertise their product

or services, it is advised that the messages should be short and concise so that viewers can easily understand the information they are trying to deliver.

5. **Billboards have a high return on investments:** Billboards are mostly seen and located in busy areas, so they have the highest number of views and reactions to any marketing strategy. Billboards has been seen to have a proven high return on investment. Research has shown that for every advertising dollar spent on billboards, the return on investments is almost six dollars.

## **COST OF BILLBOARD ADVERTISING IN NIGERIA**

The cost of billboard advertising rests on many factors including;

- The location of your billboard
- The total traffic in that area
- The number of people measured to see your advertisement.
- Rent costs
- Printing costs
- A fee was paid to the Advertising Practitioners Council of Nigeria [APCON]

The cost of billboard advertising in Nigeria can be between N200,000 to N3 Million relying upon the above-stated factors.  
**Call us on 08140806869 or 07014039333**

See the [List of outdoor Billboard advertising in Nigeria](#)

Outdoor advertising in Nigeria also called out-of-home media, is advertising done outside of the home. This includes posters, billboards, wallscapes, and transits seen while they are “on the go”.

It can also be seen as the process of displaying marketing materials in outdoor spaces that consumers frequent.

Most businesses in Nigeria use this type of marketing platform to increase their overall success, build brand awareness and boost visibility.

According to the Outdoor Advertising Association of America [OAAA], it states that consumers spend more time outside of their homes than inside of them, which makes outdoor advertising highly effective.

The key takeaway to using outdoor advertising in your marketing campaign is visibility. Each type of outdoor advertising – billboards, posters, and transit system ads – all give a stronger presence in a specific area of town. It can link you to the local community, engage tourists or appeal to commuters with a long ride to and from work.

The possibilities are limitless. That's why it is vital to crafting a plan that aligns accurately with your marketing goals. Outdoor advertising is one such technique that is quite structured as a mass-market medium, and you can use it for branding, broad messages, support campaigns, and so forth.

In outdoor advertising, the messages should be really bold and visible so that they can get the attention of the consumers, and also the images to be used shouldn't be excessive.

## **BENEFITS OF OUTDOOR ADVERTISING IN NIGERIA**

1. **Attention-grabbing:** Unlike other forms of advertising such as television, radio, newspaper, etc, outdoor advertising is very unique and can stand on its own. This means that they do not have to compete with other forms of advertising. Consumers hardly forget the ads they have seen as it is more likely to commit to their

memory.

2. **High reach:** For businesses that are looking to reach a high audience, outdoor advertising is the best option. Most people who do not have access to other forms of advertising can have access to outdoor advertising. It has been recorded that almost 70% of consumers spend most of their time outside their homes, this is why most businesses in Nigeria make use of outdoor advertising for their products or services.
  
2. **It's engaging:** Consumers who are on a road trip or walking on the road are more likely to get attracted to a large billboard or poster that they have viewed on the. They are more likely to get engaged in such a form of advertising and also take action by making purchases for such products.
  
4. **Highly impactful:** In outdoor advertising, consumers can easily see the ad without being interrupted unlike ads on the television or radio. It can easily be seen around the environment, unlike television where it has to be turned on first.
  
5. **Cost-effective:** Outdoor is much more cost-effective compared to that of television, radio, and newspaper ads. They also offer a greater return on investment, making them an excellent option for business owners who are on a budget or who are looking for a savvy advertising option.

## **COST OF OUTDOOR ADVERTISING IN NIGERIA**

A number of things count towards the cost of outdoor advertising in Nigeria

- Rent costs
- Printing costs
- A fee was paid to the Advertising Practitioners Council of Nigeria [APCON]

The Advertising Practitioners Council of Nigeria [APCON] is the only body responsible for vetting every advert be it TV or billboard advert and should be confirmed by the government agency. APCON is the body that is charged by law for guidelines of commercials in Nigeria.

The cost of billboard advertising in Lagos can be between N200,000 to N3 million relying upon the above-stated factors influencing the cost.

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