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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