Return Refund Policy

We at Alternative adverts always carefully handle all the processes to deliver our services. And since it is a service-based website there will be no return, but if you wish to stop your campaign we need to give us at least one week’s notice.

If you write to us to stop any campaign, please bear in mind that part of the services we have rendered will be paid for, also we will charge a 25% surcharge for stopping the campaign to enable us to cover every extra expense.

We have a 14-day return policy from the delivery time, which means you have 14 days before the campaign start date to request we stop the campaign.

But for a campaign that has started, there will be no refund except on some special consideration, but the fund can be used in the future for another campaign

But once the campaign (Radio, TV, BRT, Billboards, etc) has started already it can not be stopped;

To start a Stop campaign action, you can contact us at **in****@******************rt.com** If your return is accepted, we’ll send you an email with all you need to know about the Stop campaign action.

You can always contact us for any return questions at **in****@******************rt.com** You may contact us by this form.

OUR FEES FOR STOP/RETURN OR REFUND

Printed material, audio jingle, or video production

Please, note that Printed material, audio jingle, video production, and every other material we produced on your behalf will be fully paid for by you. Because we will deduct all expenses and a surcharge of 25% before processing your refund

For your responsibility (Customer Remorse)

Please, inspect your invoice and carefully go through all the design or other adverts material like video or audio jingle we sent to you before you approve because once you approve and we print every other correction made after that will be at an additional expense that will be paid for by you.

Exchanges

The fastest way to ensure you get what you want is to return the service you previously paid for, and once the stop/return is accepted, we can use the fund for the new service you have chosen.

Refunds

We will notify you and let you know if the refund was approved or not. If approved, your money will be automatically refunded to your original payment method or any other account you provide that bears the same name as the name on the invoice. Please remember that it can take 21 days for your refund to be processed.

Refund only applies to physical products not services like

billboards, TV adverts, Online adverts, Brt Branding, Radio adverts, etc.

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, OOO (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**.

Mobile LED Truck in Lagos – Advertising In Nigeria on Static mobile Trucks (Flex)

Mobile LED Truck in Lagos, advertising in Nigeria on Static mobile Trucks, is means of outdoor/ out-of-home (OOH) advertising primarily used for advertising or public service purposes, used to gain the attention of the audience.

We have affordable Mobile LED Trucks and static mobile trucks in Nigeria, Available in all locations in 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,

See the cost of mobile trucks in Nigeria

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.

It is a device used for advertising on the sides of trucks, trailers, buses, and so on, anything that is mobile. It is a type of medium that displays digital images that are changed frequently by a computer system.

Digital billboard trucks are one the effective ways of flashing your brand and no brand can grow without effective advertising. It plays a major part when it comes to marketing and branding, it just requires one's creativity.

With digital billboards trucks, information about your brand gains your followership's attention quickly, unlike the internet which has features such as "SKIP-THE-AD" features thereby reducing the followership's exposure.

Digital billboards have become popular when it comes to exposure, it has also become a very effective intercity advertising system in Nigeria.

Digital billboard trucks are used due to the perceived benefits such as being suitable to deliver a message in places where traditional billboards are unapproachable.

Many find it advantageous because the message is more likely to be tuned out by drivers than other advertising media, another advantage is that it does not get cluttered by other advertisement and are not generally seen near competitors.

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PRICE OF LED LIGHTS ADVERT TRUCK IN NIGERIA

The price of a led light advert truck in Nigeria varies based on location and the agencies you are using. The cost of led trucks in Lagos ranges from **N450, 000**(four hundred and fifty thousand naira) to **N5, 000,000**(five million naira).

Lagos per month ranges from **N450, 000**(four hundred and fifty thousand naira) to **N4, 500,000(**four million five hundred thousand naira); but Abuja, Port Harcourt, rivers, and other

parts of Nigeria range from **N250, 000**(two hundred and fifty thousand naira) and **N650, 000**(six hundred and fifty thousand naira) per month for led advertising truck.

While paying for the mobile advertising truck there are certain costs that you will need to cater to; which include;

- **RENT COST:** Every agency in Nigeria charges differently for the rent cost of mobile-led trucks in Nigeria depending on the place you want to advertise.
- **THE FEE PAID TO APCON**: **APCON** is a government agency that regulates advertising in Nigeria.

Led advertising truck costs a lot but it is not enough reason to deny your brand the opportunity of the recognition of your brand that it deserves and there are also different packages according to the budget of the company.

You can call for FREE CONSULTATION before you make a decision; call **08140806869**, **07014039333** or visit the website **https://alternativeadverts.com/** for FREE CONSULTATION.

LIST OF OUTDOOR ADVERTISING AGENCIES IN NIGERIA

1. Alternative advert.
2. Transpose communications services limited.
3. Prodigy advertising limited.
4. Strada media limited.
5. Wetherheads advertising group.
6. Kelben media.
7. Kong marketing agency.
8. DU open-source limited.

1. **ALTERNATIVE ADVERTS:** Alternative adverts being one of the leading advertising agencies in Nigeria and Africa with over ten years of experience and expertise offers

mobile led truck adverts 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.

You can call for FREE CONSULTATION; call **08140806869**, **07014039333** or visit the website **https://alternativeadverts.com/** for FREE CONSULTATION

LOCATED AT 16, Fred Anyiam Street, surulere 234001, Lagos.

2. **TRANSPOSE COMMUNICATIONS SERVICES LIMITED**: It is a leading marketing communications and branding agency that specializes in bringing the human side of your brand closer to consumers.

3. **PRODIGY ADVERTISING LIMITED**: The Company provides innovative outdoor advertising solutions etc.

4. **STRADA MEDIA LIMITED**: They provide innovative and outdoor media solutions engaging clients the various touch. Strada media limited have understood the wants of brands and has positioned itself to connect brands with people's lifestyle and environment.

6. **AFROMEDIA NIGERIA PLC**: It is registered as an

advertising agency and it provides services that relate to advertisements to their client.

7. **GRAPRO:** It is a media company specializing in outdoor advertising using conventional billboards and innovative outdoor advertising platforms. The company is ranked among the top ten outdoor advertising companies in Nigeria.

7. **WETHERHEADS ADVERTISING GROUP**: It is a 360-degree advertising agency that offers creative solutions and values to brands and businesses to attract, engage and convert consumers.

8. **KELBEN MEDIA:** it is an advertising agency with an exceptional wealth of experience in digital marketing, brand promotion, social media management, etc.

9. **KONG MARKETING AGENCY**: It is a Lagos-based marketing agency that is trusted by companies in Nigeria to deliver quality marketing campaigns using digital marketing and online and offline services.

10. **DU OPENSOURCE LIMITED:** It delivers innovative and cost-effective out-of-home media services that connect and engage audiences.

LEADS OF LED LIGHT ADVERT TRUCK IN NIGERIA.

1. **BRAND RECOGNITION:** Digital billboard trucks help to get your advertising message faster and allow more people to see your brand, be familiar with it and thereby creating

awareness and recognition

Take, for instance, a driver stuck in traffic or waiting for the traffic light to turn green comes across a 15ft mobile billboard beside them, it would be hard to ignore especially if it is your favorite brand promoting its new product.

It allows the audience to recall the brand's message which they have seen when purchasing a brand.

2. **COST-EFFICIENT:** Digital billboard trucks are cost-effective, it is not as costly as you might expect. It is more affordable than renting traditional billboards which can be restricted.

When your company has a LED light truck, it would be an important investment for the company also, they could use it to transport goods or employees and use that opportunity to make people aware of their brand by using the truck simultaneously.

3. **LARGE AUDIENCE REACH;** Digital billboard trucks allow your content piece about your business to be displayed by many heterogeneous audiences, through this you have a chance of reaching out to as many people as possible.

The advantage of digital advertising is that it can deliver your message to the audience regardless of their location.

The virtue of mobility and visibility enables digital advertising to generate more revenue, which is high compared to other means of advertising.

4. **ADVERTISING CONTROL AND POWER:** Digital billboard trucks allow you to decide and have control of where and when you want your advertisement to come up or show up.

It allows you to group your consumer according to their demographic; age, location, etc.; to be better equipped to advertise in the right place, drawing more audience nearer. This allows you to put all your marketing strategies to use.

You can always change your location if that location becomes sparse throughout the day.

5. **FLEXIBILITY:** Digital billboard trucks are versatile because it is not confined to offline or online advertising method. They can broadcast anywhere, anytime, and at any place.

Traditional billboards are usually situated in one area, which means only those that pass that particular area can see a glimpse of them, while for digital advertising, users need to surf the web before they come across the advertisement.

Digital billboard trucks on the other hand allow you to combine online and offline advertising and spread it in your locality. Digital billboard trucks are not limited by geographic location.

LAPSES OF LED LIGHT ADVERT TRUCK IN NIGERIA

1. **DISTRACTION:** Digital billboard trucks are placed around important intersections, which distract drivers and pedestrians and become risky for them.

Glaring neon lights and signs have potentially deadly consequences for instance an eye-catching and bright digital billboard truck can risk the life of the driver as it may distract them.

2. **UNCERTAINTY IN RETURN ON INVESTMENT:** The return of investment on digital billboard trucks takes time and it is hard to calculate.

It is high to install a digital billboard truck for a large organization. The sales increase in the advertisement when thinking of unfortunate events such as damages.

3. **COST:** Advertising on one digital billboard truck is not enough, as it is important to engage your digital billboard truck in more than one location for a minimum of time.

Getting several digital billboard trucks is expensive compared to the static billboard.

4. **LIGHT AND NOISE POLLUTION OF DIGITAL BILLBOARD TRUCK**: The brightness of the digital billboard is usually very bright and we usually feel eye discomfort;

This is the so-called **LED SCREEN LIGHT** pollution. It is also dangerous for drivers to see the high brightness of the digital billboard trucks while driving at night.

5. **LACK OF KNOWLEDGE**: The operation and installation of a large digital billboard truck are not easy especially for a layman or beginner as it involves a high chance of mistakes.

Due to a lack of understanding of technology, operation, and repairing the beginners may lag. The choice of the wrong location can also be a disadvantage.

CONCLUSION

In conclusion, a digital billboard truck is very reliable and effective for marketing and advertising your brand. The use of the digital billboard truck also comes with disadvantages.

Every product that has an advantage also has a disadvantage. However, the discussion shows that there are several setbacks when using digital billboard trucks, but going further we can say that the advantages outweigh the disadvantages.

Despite the setbacks, the digital billboard truck is still the best means to rely on, because it helps in reaching the right audience faster.

If you have thought about using a medium of advertising, now is the right time. Choosing the best outdoor advertising for your brand might be tedious, the same goes with choosing the right one.

Call **08140806869, 07014039333** for a free consultation on **mobile led advert truck**s or any other forms of outdoor advertising.

BRT Bus Branding

BRT BUS BRANDING: An Efficient Advertising Strategy

It is not uncommon to quickly skip a video adverts playing online or change channel when a particular adverts run on your TV station. But avoiding the sight of a moving bus when stuck in traffic or about to catch a bus at the park is impossible.

BRT buses is a common thing in all Lagos Roads with a teaming population of about 60 per cent working class plying the roads daily to make ends meet. With a structure that makes it stands out among other transit medium in Lagos, BRT buses is

sometimes considered a luxury transit as it affords its commuters comfort and speedy movement to their destinations.

It very common to say that the city of Lagos is the commercial heartbeat of the whole west Africa with a densely populated environment, high commuters on the road networks giving rise to stop overs and several traffic posts and lamp post on the roads.

The importance and effectiveness of BRT Bus Branding and Advertising cannot be undermined in Nigeria, especially Lagos.

The BRT BUSES uniqueness lies in the fact that it goes out to meet its customers as against its, Wall drapes, Light-boxes, Unipolar and other Bus Shelter counterparts that are stationed in one place.

BRT Bus branding is a cost-effective way to turn the promotional bus into a professional and high impact, mobile advertisement. Wherever the bus travels within Lagos you'll be building the brand or promoting the campaign.

It also provides your business with a moving advertisement at very affordable prices. It is, therefore, safe to say that BRT Bus Branding is an intelligent investment when it comes to advertising.

These buses are branded on two sides (both) ends, and even the rear is used for advert branding, making other motorists and people around see the message that you are passing across.

Structure and colours of the BRT buses allows a colourful sight to commuters when it passes by, which makes it seen from various angles. They can be checked and monitored for the purpose of ensuring that serves the right audience with the advertising objectives.

COST OF ADVERTISING ON BRT BUSES.

New BRT Bus branding in Lagos and BRT bus Adverts Rates

The cost of the New BRT bus is N250, 000 per bus per month, (cost covers bus rate, printing, raping, etc.)

A discount will be granted depending on the number of BRT buses to be branded

If you are looking for the cost of advertising on the red BRT buses in Lagos see it below

RED BRT BUS BRANDING ADVERTS RATES

1. Route: Ajah – Lekki – CMS | Rate: N170,000 to N250,000/month
2. Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month
3. Route: Keffi – TBS – Obalende – Oshodi | Rate: N170,000 to N250,000/month
4. Route: Eko Hotel – Ahmadu Bello – CMS | Rate: N170,000 to N250,000/month
5. Route: Ikorodu – Iyana Oworo – 3rd Mainland Bridge – CMS | Rate: N170,000 to N250,000/month
6. Route: Agege – Pen Cinema – Oshodi | Rate: N170,000 to

N250,000/month

7. Route: Festac – Mile 2 – CMS | Rate: N170,000 to N250,000/month

BLUE LAG BUS COST (Blue BRT Bus Branding)

- Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month

These costs of placing ads on BRT buses above might change at any time.

Other cost that are not listed above includes

1. APCON Fee
2. Agency Fee

ADVANTAGES OF TRANSIT BRANDING

Transit Branding is an example an out of home advertising which involve the use of several transport media to advertise to the target audience, simply because it can't be ignored.

- Airports, railways stations, bus terminals, street lights, toll plazas, buses, taxes, and trains are ideal places for transit advertising because they provide high awareness and visibility for brands (products and services) on a daily basis.
- Transit branding allows you a guaranteed of wide variety of audience from the drivers, passengers to the commuters plying the routes of these buses.
- It is very possible to Choose from a variety of ad sizes, locations and creative from the various sizes of buses used for the advertising.
- With transit advertising you can potentially reach tech-savvy younger people.
- Bus (Transit) branding allows continuous visibility of the brands identity to every passengers and commuters which is beneficial for brand recognition, when your brand becomes familiar to consumers they are more likely

to trust it and purchase a product or service.

Online Advertising In Nigeria

Online Advertising In Nigeria, How It Is Done And Its Benefits To Businesses.

Online advertising which is also known as online marketing is a form of marketing and advertising which uses the internet to promote products and services to audiences and platform users.

Along with the high-speed increase in the number of internet users around the world, the World Wide Web has become the fastest-growing advertising medium in this decade.

Online advertising can also be seen as the deliberate messages placed on third-party websites including search engines and directories available through internet access. Deliberate messages mean that the advertiser plans to place the message on an online medium. Whether the messages are paid or not it depends on the advertiser and the medium. We have different types of online advertising which are; Email marketing, Content marketing, SEM (Search Engine Advertising) – including PPC and Display advertising.

Online advertising is a form of direct marketing which links

consumers with sellers electronically using interactive technologies like emails, websites, online forums, etc.

Online advertising is much more versatile and dynamic than print ads. Online ads should be specific in who they target, going only to viewers based on location, age, interests, of other demographics relevant to the business.

For various businesses in Nigeria that might want to reach a wider audience, they are various online advertising platforms to use depending on your budget and goals. The platforms are as follows;

- Google ads
- Twitter ads
- Pinterest ads
- Facebook ads
- Bing ads
- Amazon ads
- LinkedIn ads
- Instagram ads
- YouTube ads

Google is still by far the largest ad platform, taking 37.1% of market share, while Facebook comes in second place, taking 20.6% of market share.

HOW ONLINE ADVERTISING WORKS

Most businesses in Nigeria structure and pay for online adverts in one of two ways: pay-per-click advertising or fixed rate advertising.

- Pay-per-click (PPC) is a model of online marketing in which advertisers pay a fee each time one of their adverts is clicked. Basically, it’s a way of buying visits to your site, rather than trying to “earn” those visits inevitably.

- Fixed-Rate is when businesses pay a set price for adverts in advance and is used often on content-focused sites where the target audience is likely already there.

In most cases, for both of them, the ‘click’ goes to the business’s homepage or a content-specific landing page.

BENEFITS OF ONLINE ADVERTISING TO BUSINESSES IN NIGERIA

1. **Builds brand awareness:** Online advertising can be used to build brand awareness for your business and also drive traffic to your site. It helps prospective customers recognize your product or service by distributing your content and building a strong social media presence.

2. **Ensures flexibility**: online advertising has helped a lot of businesses in their online campaign which can be adjusted with a few clicks or keystrokes. Businesses can easily have the ability to make changes instantly and respond to incoming data. Flexibility allows a business to stay in front of their customers, anticipate customer’s needs and adjust the ads before anyone notices.

3. **Build relationships effectively:** online advertising

allows you to build and create relationships with other persons in a targeted way. It allows you to meet new clients, influencers, and colleagues and also strengthen the relationships with those you already know. It also allows you to network and converses with other industry leaders in an ongoing way.

4. **Cost effective:** online advertising does require much capital compared to traditional marketing on TV and Radio. To host a successful digital marketing campaign brands just need to require less capital.

5. **Convenient delivery**: with online advertising, the brand can easily see their progress and boost in their business. A marketer doesn’t have to wait for weeks to be able to see the improvement in their businesses. Online advertising offers swift and smooth results that empower them to adjust their marketing campaign to accomplish results.

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.

Outdoor Advertising Agency in Nigeria

OUTDOOR ADVERTISING AGENCY

Outdoor advertising or also regarded as Out of home advertising is the process involved in bringing your products and or services to your consumers when they are outside their homes. It is believed to be where potential consumers spend over 67% of their time.

TYPES OF OUTDOOR ADVERTISING

Basically, outdoor advertising falls into three major categories, transit advertising, street furniture, billboard advertising.

Transit Advertising: Transit advertising is advertising placed in or on modes of public transportation or in public transportation areas. Using this method of advertising, ads can be placed anywhere from on the sides of buses, trains, and taxis, to inside subway cars, inside bus stations, and near train or bus platforms. The main purpose of transit advertising is to reach riders and acquaint them with your brand.

Many times, it may be hard for a person to ignore an ad they are sitting across from on a train or bus, simply because it is in their direct line of view. Also, transit advertising guarantees your small business a varied audience by age and income.

Transit advertising is important because it can provide high visibility for your product on a daily basis. Also, your audience may not necessarily be able to ignore your ads as they would, by fast-forwarding through a television commercial or radio advertisement or flipping past a magazine ad.

Street Furniture: Street furniture advertising is an out-of-home (OOH) advertising that is affixed to street furniture using various displays often providing a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include transit shelters, newsstands, kiosks, shopping mall panels, convenience store panels, and in-store signage amongst others.

With a wide range of opportunities, including bike shares, bus shelters, and metro lights, these unique outdoor assets provide impact to pedestrians and vehicular traffic. Whether providing broad-based coverage or targeting specific neighborhoods, Street Furniture provides unique media opportunities in high-profile and highly desired urban areas, especially in countries like Nigeria.

Billboard Advertising: This is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically brands use billboards to build their brands or to push for their new products.

Posters are the other common form of billboard advertising, located mostly along primary and secondary arterial roads. Posters are a smaller format and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

Other forms of outdoor advertising include Shopping Malls adverts, Mini-poster, Digital Outdoor Advertising, which is not limited to Exterior Signage for small businesses. This helps to communicate their business well from a distance and also convey their brand image to let them get discovered. Point of sale display, lamp post, and Bridge display advertising also makes the list of outdoor advertisement.

OUTDOOR ADVERTISING COMPANIES IN NIGERIA

1. Alternative Adverts Limited
2. Netpreneur
3. Transpose communication services limited
4. Bluesky Media Promotion Nigeria limited
5. New crystal communication
6. Gold fire Nigeria Limited, amongst others.
7. Absolute Outdoor Advertising Agency

Outdoor Advertising In

Nigeria Benefits And Cost

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 craft 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 it 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 the 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.
3. **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
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