**University of Larbi Tebessi**

**Faculty of Economic, Commercial and Management Sciences**

**Department of Commercial Sciences**

**Level: 2nd Year LMD Time Duration: 1h 30**

**Billboard Advertisement**

Billboard advertising is the process of using a large-scale print advertisement to the market of a company, brand, product, service, or campaign. Billboards are typically placed in high traffic areas, such as along highways and in cities, as a result they are seen by the highest number of drivers and pedestrians. Billboard advertising is effective for building brand awareness and broadcasting your business to as many people as possible. Because they are in such busy areas, billboards tend to have the highest number of views and impressions when compared to other marketing methods.

The cost of billboard advertising depends on many factors including the location of your billboard, the total traffic in the area, and how many people are estimated to see your advertisement. Billboard advertising costs are typically charged monthly and range anywhere from $250 on a rural highway to upwards of $22,000. Billboard advertising is categorized as **out-of-home (OOH) advertising**, which is any advertising that reaches consumers when they are outside their homes. Each [OOH advertising](https://www.google.com/url?q=https://blog.hubspot.com/agency/disrupting-the-scene-the-power-of-out-of-home-advertising&sa=D&ust=1568326466604000&usg=AFQjCNEgU2h4oDPel4SQuhuHNKwNNEKbkw&hubs_signup-url=blog.hubspot.com/marketing/billboard-advertising&hubs_signup-cta=null&__hstc=20629287.beb17a8c45d22c1767f4ff9c88e16569.1596656914481.1596656914481.1596656914481.1&__hssc=20629287.1.1596656914483&__hsfp=1382873434) opportunity is given an **OOH rating**, which ultimately determines its value and the subsequent cost to advertisers.

According to Geopath, there are the three main factors circulation, demographics and impressions. Circulation is the total number of people who pass by the billboard each week. This information is gathered by local transportation authorities. Moreover, demographics refers to the age, gender, income level, and other characteristics of the traffic that passes the billboard. This information is gathered from travel surveys. Finally, impressions are the number of people who see the billboard. This information is calculated on the billboard’s circulation bases, the size of the billboard, how close it is from the road, its visibility, the speed at which traffic is passing by.

<https://blog.hubspot.com/marketing/billboard-advertising>

**Geopathic** : is anon profit organization that uses technology and media research to estimate the weekly impressions of every billboard in the country and give OOH ratings.

**I)-Reading Comprehension:**

**Activity 1**: choose the correct answer:

1-Type of the text is:

1. Prescriptive
2. Argumentative
3. Informative

2- The text is extracted from:

1. A book
2. An article
3. A website

3-Billboard advertisement is:

1. An online advertisement
2. Printed advertisement
3. Audio-visual advertisement

4-Billboard advertisements are placed in:

1. Highways
2. Public places
3. Streets

5-Billboard is considered as:

1. The average effective marketing tool
2. The least effective marketing tool
3. The most effective marketing tool

**Activity 2:** Find from the text words that are closest in meaning:

Viewed= situation= classified= customers= counted=

**Activity 3:** Find from the text words that are opposite in meaning:

Small =/= few=/= urban=/= manufacturers=/= lowest=/=

**II)- Mastery of Language:**

**Activity1:** Complete the table with the correct verb, noun and adjective:

|  |  |  |
| --- | --- | --- |
| Verb | Noun | Adjective |
|  |  | categorized |
|  | consumer |  |
| To inform |  |  |
|  |  | Impressive |
| To use |  |  |

**Activity2:** Translate the following words in Arabic language: billboard --broadcasting-size-pedestrians-consumer