

Billboards

Billboards are basically everywhere, from the big, flashy display boards in Times Square down to any creative outdoor board with attention-grabbing advertisements on the highway. Whether you are to market a product, service, campaign, or business, large-scale prints such as billboards effectively acquire brand awareness, especially if displayed on the street, city, or anywhere with many drivers and pedestrians.



Billboard Definition & Meaning

A billboard is a huge board, generally displayed on the side of the road, containing an advertisement.

That means a billboard is a strong advertising tool since it is an immense, hard-to-miss sign shown in public places.

What Is a Billboard?

A billboard is a top recommendation for outdoor advertising because it consists of a large canvas or panel where you can display huge images, fonts, or even videos for digital billboards. Its enormous size is its best feature because passersby could easily watch its content, especially with suggestive ad designs, colorful images, or bright lights at night. So, if you need to advertise outdoors and on a large, flat surface, billboards have your back.

10 Types Of Billboard

School Billboard

When summer and spring break are nearly over, take advantage of displaying [school billboards](#) anywhere to recruit new admissions of students for the upcoming school year. Use this opportunity to promote your school's programs and educational courses, or simply say that admissions are officially open. The billboard itself can help increase your institution's branding and reputation.



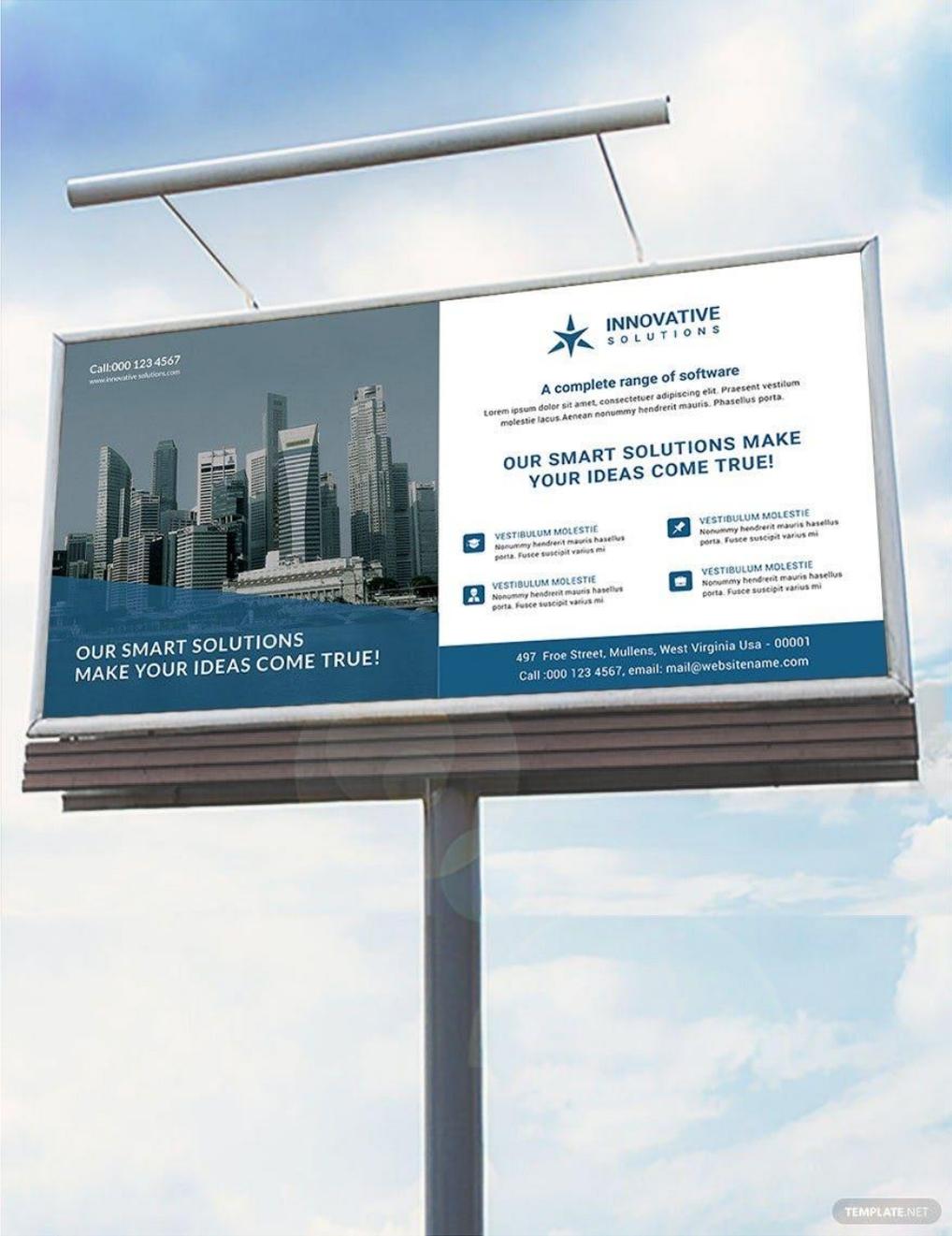
Advertising Billboard

Showcase products, services, events, or ad agencies with [advertising billboards](#), especially when they are an excellent form of advertising. In this type of billboard, creative and unique marketing strategies matter because you don't simply grab the people's attention. You also ensure that the message you want to convey in a blank advertising billboard reaches your audience effectively.



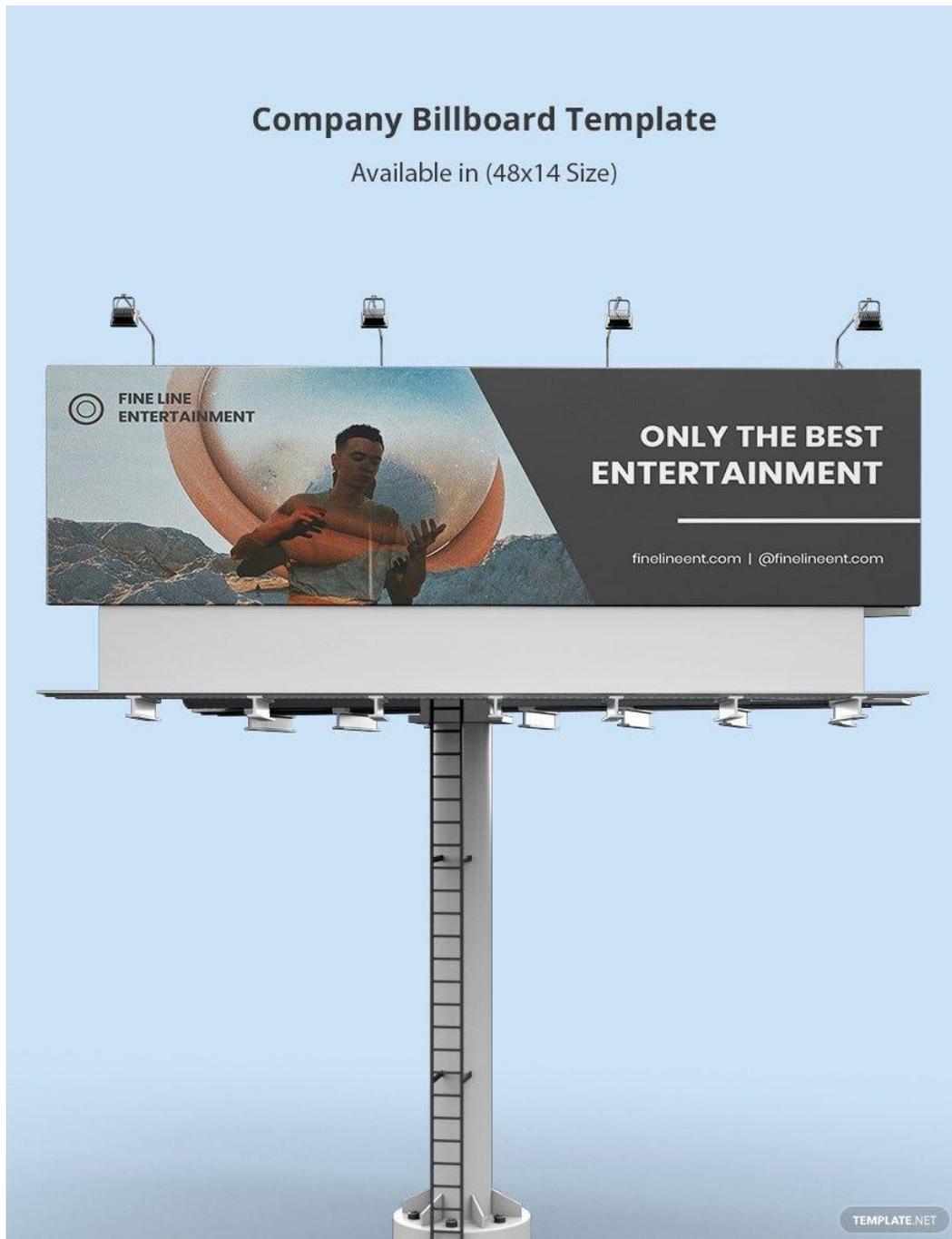
Business Billboard

Put the business you started and worked hard for out there with a striking, high-resolution [business billboard](#). Whether your business involves food, movie, fashion, music, or even real estate, business billboards can bring some light to your enterprise, such as having more people discover your business. Make sure your promotion on a business billboard includes your enterprise's contact details so prospective clients can transact with you as soon as possible.



Company Billboard

Another type of company or firm advertising strategy is using [company billboards](#). From a car rental company, house building company, or airport service company to a native country speaker company, make a solid identity to your company displayed on a company billboard. A pro tip so that people won't easily forget your brand is to use any element or signature design that represents your company.



Dental Billboard

Dental cleanups, implants, teeth extractions, teeth whitening—advertise your dental clinic and its services through well-made [dental billboards](#). This billboard can display photos of teeth, tooth cleaning products, and even professional dentists to leave a clear advertising impression on dental-related content. Don't forget to add your dental clinic name on the billboard for proper identification.



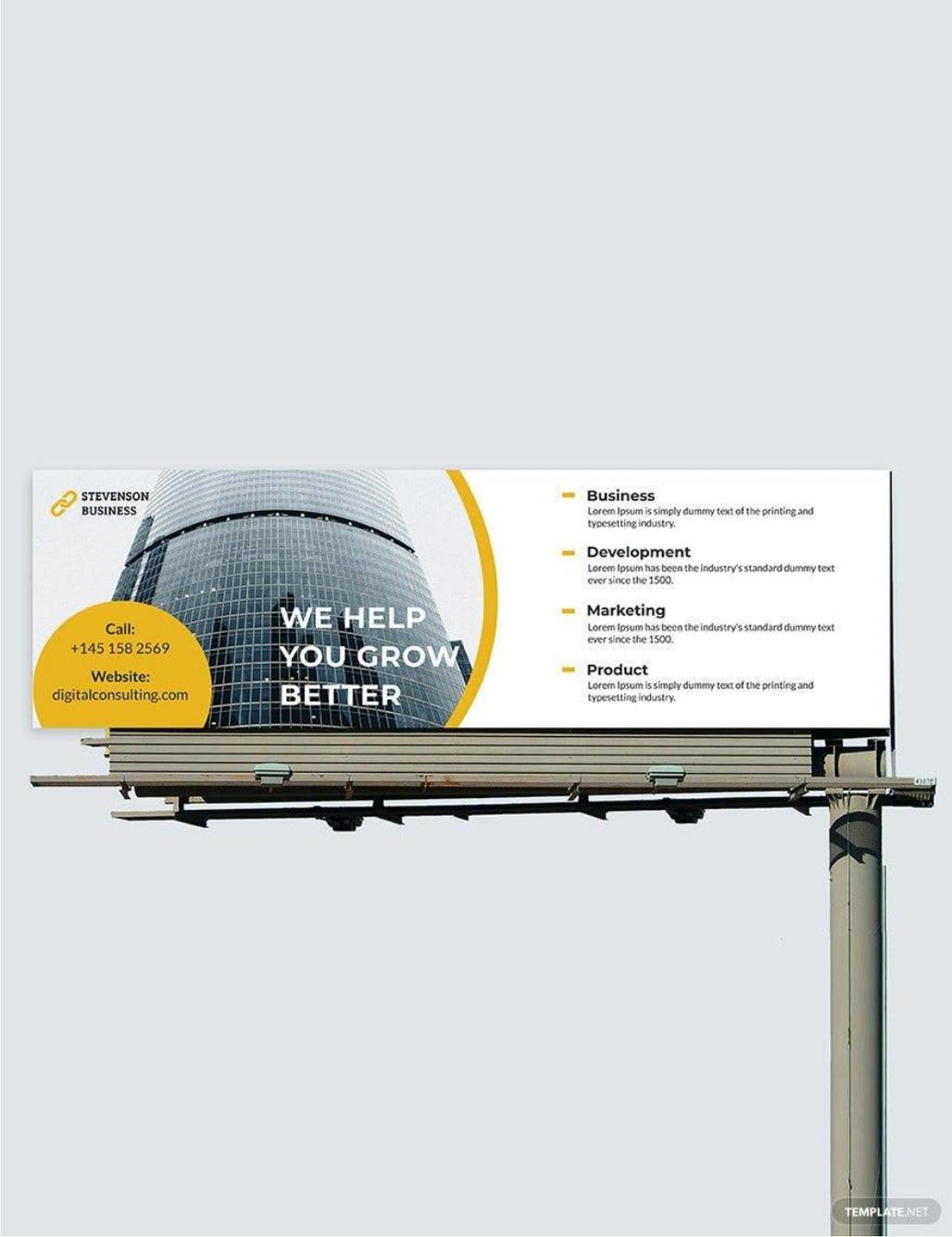
Construction Billboard

Gather more prospective clients and do more new construction projects by placing an ad via a sleek and professional [construction billboard](#). You can boast images of your best construction works to inspire people, feature your construction mockup designs, mention your construction services, and even create a memorable slogan. At the same time, your branding should be evident as it is crucial for billboard advertising.



Corporate Billboard

Whether you come from a small corporate business to a well-established industry leader, you can never go wrong with [corporate billboards](#) for advertising purposes. Corporate billboards are known to have professional concepts to prove to the world that these corporate industries are credible and reputable entities. Nonetheless, it doesn't mean there is no room for creativity in a corporate billboard design, so go for the strategy that works best for your ad.



Education Billboard

Motivate people with inspirational taglines and educational advertisements connected to valuing education. An [education billboard](#) is a perfect tool for this matter, whether you opt for vinyl, paper, or digital formats of billboards. And there are plenty of subjects your education billboard can focus on, such as promoting your institution's achievements, sharing tips on education, and showcasing your educational programs.



Event Billboard

Tons of ideas on how to craft a billboard apply to [event billboards](#) because they are designed according to themes and concepts suitable to the type of event you are planning to organize. For example, with no pun intended, the Billboard Music Awards could use an event billboard that features a live band or single artist expected to make a performance, a photo of the winners' trophies, or a channel on where to watch the award itself. The key is to create billboards with motifs that align with your event.



Restaurant Billboard

Your restaurant could use some promotions through [restaurant billboard](#) marketing. Besides featuring the staple food photographs and new signature dishes on the billboard, you can also share your restaurant's promo codes and discount offers to make noise. Newly opened restaurants can take this advertising opportunity to have numerous prospective customers during the first few weeks of running a restaurant.



Billboard Uses, Purpose, Importance

It is a no-brainer that, just like a poster, you can depend on a billboard for various promotions as a large-print advertisement tool. But what other reasons prove that a billboard is useful, purposeful, and important? This section will give you a basic introduction or refresher on billboards' significant features worth praising.

Increased Visibility

The billboard's gargantuan size is hard to miss, especially with eye-catching graphics and striking visuals. So by displaying a billboard at a certain road, street, or intersection, you can say that many people would see it, such as drivers, pedestrians, or anyone outdoors.

Strategic Locations

Billboards aren't simply placed outdoors in random locations. They are commonly designated in high-traffic areas for more audiences to see billboard ads. And the best part is it isn't just a link on the internet where you can visit and never come back because a billboard can be seen every day, week, or month by whoever passes nearby outside.

Brand Awareness Booster

Having people see the billboard regularly helps uplift your organization or company's brand awareness. Whatever you present on the billboard or message you convey to the public will be what people remember about your business or brand. So make sure it pays off by implementing creative and strategic designs.

Flexible Shapes and Sizes

A billboard can be transparent, digital, vinyl or paper, vertical, horizontal, square, or any shape and size. So don't limit the billboard's size according to its standard size. Its flexibility makes it a streamlined advertising tool you can use for various purposes.

Diverse Target Audiences

Unlike social media advertising, where you can quickly identify your target demographic according to similar interests, groups, and activities, a billboard is helpful when you want to catch the attention of a range of different audience types. Remember that you can meet someone's dad, a group of socialite women, or even young students outdoors, proving just how diverse audiences can be.

What's in a Billboard? Parts?

Steel Structure

The steel structure marks the foundation that keeps the billboard in place, and its parts include the steel pole, column, plate, torsion bar, uprights, stringers, and outriggers.

Electrical Systems

Although using electrical systems isn't required, they are extremely important if you want to add lights or videos to the billboard, such as digital billboards.

Panel

The panel is the very surface that you call a board from a billboard, and it can be made of wood or steel.

Artwork

The artwork is what covers the panel, such as vinyl or paper, and since it is an artwork, it must be made with creative and meticulous aspects.

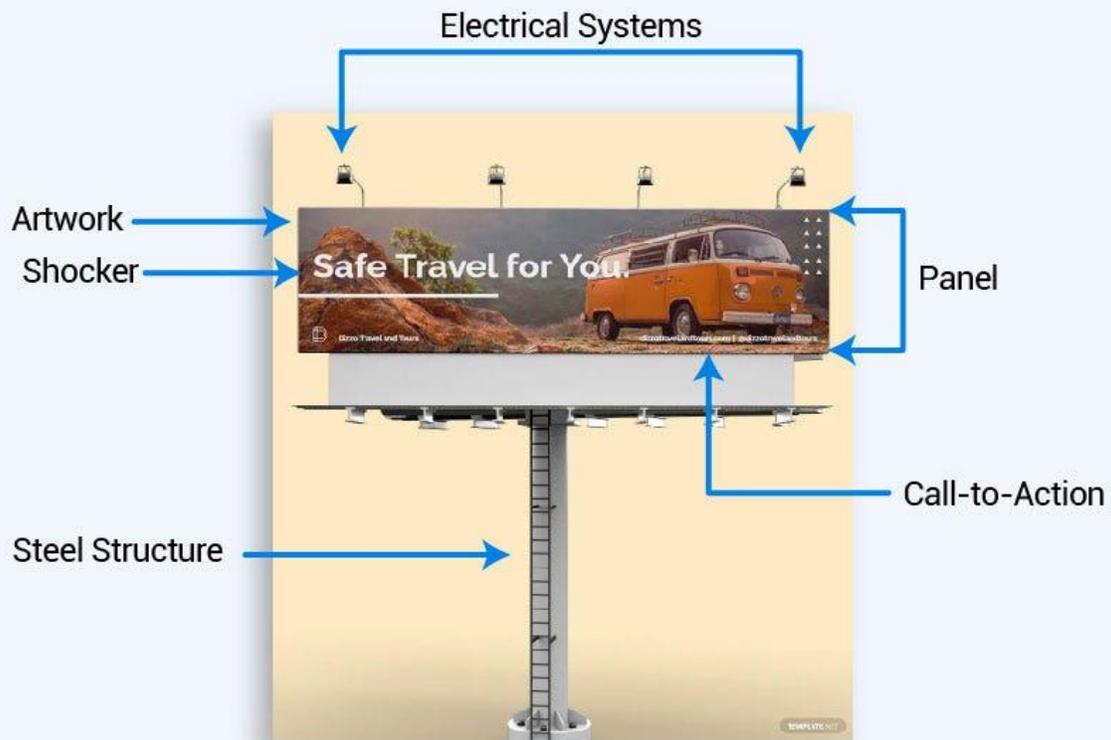
Shocker

The shocker is responsible for the target audience's attention span wherein you display a striking visual or chart, memorable text or history, or any subject matter on the billboard that sparks attention, interest, or uniqueness.

Call-to-Action

Although some billboard ads ignore the CTA or call-to-action, this part is where you directly tell your audience what to do next, such as prompting them to visit a particular website, give a call on a hotline number, or any action.

Billboard Anatomy



How to Design a Billboard

1. Choose a Billboard Size
2. Decide the Purpose of the Billboard
3. Select a [Billboard Template](#)
4. Insert the Billboard Parts
5. Edit and Design Your Billboard
6. Produce the Billboard in Your Chosen Format

You can also refer to this helpful article on how to create a billboard in another file format:

- [How to make a billboard in Photoshop](#)

TEMPLATE.NET

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Billboard vs. Banner

A billboard is an enormous advertisement or campaign board typically made of vinyl, paper, wood, or steel and is held by a certain steel structure.

Meanwhile, a banner is a long piece of fabric used for displaying ads, slogans, team designs, and aesthetic purposes and is hung horizontally or vertically.

What's the Difference between a Billboard, Leaderboard, and Magazine?

A billboard is a huge board displayed on highways for promotional and campaign use.

A leaderboard is part of a banner ad that is first seen due to its big size and placement at the top of a banner.

A magazine is a small periodic publication of pictures, articles, and advertisements of any field of interest.

Billboard Sizes

The standard billboard sizes are categorized according to the type of billboard. So before you rap at making a billboard, be sure to consider the appropriate billboard size first from these options:

Billboard Sizes

Types of Billboards	Size (in)
Bulletin Billboard	14 feet high and 48 feet wide
Spectacular Billboard	16 feet high and 60 feet wide
Poster Billboard	12 feet, 3 inches high and 24 feet, 6 inches wide
Junior Poster Billboard	6 feet high and 12 feet wide

Billboard Ideas & Examples

There is no single format and design that works for all billboards; personalizing a billboard according to what works for your purpose is highly recommended. And you won't run out of inspiration and tips on how to design a billboard by checking out these stellar [billboard ideas](#) and examples.

- Billboard Ideas and Examples
- Salon Billboard Ideas and Examples
- Church Billboard Ideas and Examples
- Travel Billboard Ideas and Examples
- Technology Billboard Ideas and Examples
- Real Estate Billboard Ideas and Examples
- Studio Billboard Ideas and Examples
- Product Billboard Ideas and Examples
- Music Billboard Ideas and Examples
- Fitness Billboard Ideas and Examples

FAQs

What is a Times Square billboard?

A Times Square billboard is any billboard displayed in Times Square, New York, and it is popular due to how Times Square is known as the core of outdoor advertising.

What type of advertising is a billboard?

A billboard is labeled as a form of outdoor or out-of-home (OOH) advertising.

What kind of media is a billboard?

A billboard is considered out-of-home media.

Why you should use billboard advertising

Billboard advertising isn't bad because, according to Chron, 71% of drivers look at billboards while driving, and around 50% get engaged with the ad, thus, making it an effective form of advertising.

What font does Billboard magazine use?

The staple fonts used by Billboard magazine are the LL Brown, Lyon Display, Atlas Grotesk, and Lyon Text.

What is a Billboard award?

The Billboard Music Awards (BBMA) is an annual award show organized by Billboard in honor of the various outstanding music artists, music businesses, and song popularity charts.

What are online billboard ads?

An online billboard ad is a significant ad done on websites or online that promotes certain businesses and organizations.

What are the types of billboards?

Billboards can be classified as classic billboards, vinyl billboards, painted billboards, mobile billboards, 3D billboards, scented billboards, and digital billboards or wallscapes.

Why is it called billboards?

The term 'billboard' got its name way back in 1845 from the word 'bill' or 'bulla' in Latin, which means a sealed document or decree, and the word 'board' is from an Old English term 'bord' that signifies a flat surface or panel.

Who created billboards?

Billboards were invented by Jared Bell in America way back in the 1830s.