

Billboards 101



We made a billboard happen to teach people about Long Covid. And you can, too! Here's how.

1. Research vendors & get quotes

Here's a list of major US companies that offer billboards (physical & digital):

Company Name	Offerings
Lamar Advertising	<i>billboards, posters, transit, digital, bulletins</i>
Blip Billboards (most affordable!)	<i>digital billboards (without contract periods)</i>
Outdoor Billboard	<i>vinyl billboards and posters</i>
OUTFRONT	<i>billboards, digital, transit, benches</i>

2. Fundraise



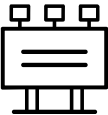
Objective	Sample crowdfunding page template:
<p>If you don't have the funds upfront, crowdfunding sites like GoFundMe or Indiegogo can help you raise \$\$\$.</p> <p>Other ways to raise money:</p> <ul style="list-style-type: none">● sell your art / zines / stuff● bake sale● ask friends & family to donate	<p>"We're raising funds for a billboard in [CITY] to spread the word about Long Covid. Our chosen design (pictured) will direct onlookers to WHN.global, where people can learn more about the pandemic, Long Covid, and how to stay safe.</p> <p>We need to raise at least [\$] to fund a [4-week] campaign. Depending on how much we raise, we may be able to snag a better location (or keep the billboard up for longer)!</p> <p>Our neighbors deserve to know the truth about Long Covid. Let's make this happen! Thank you!"</p>

3. Choose a billboard location

Places where traffic slows down, locations just outside of a higher-density area, or locations that are part of many people’s daily routine (universities, shopping centers, medical districts) are great places to look.

Or, you can choose a location based on what’s most affordable in your area. No matter where you purchase a billboard, thousands of people are going to see it.

Task List

	Task	Things to Do / Consider
	Research local billboard options & make a list of potential locations based on budget + availability.	<p>Most billboard companies have a contact form on their website you’ll have to fill out for a quote.</p> <p>Provide your name, affiliated group (list WHN, since their URL is on the design), & your contact info (you can request to communicate via email if phone convos aren’t your thing)</p> <p>Good questions to ask:</p> <ul style="list-style-type: none">• Is the pricing structure monthly or upfront?• Are there any associated labor/printing fees?• Is there a minimum contract period?• How many daily views does this location get?
	Set up a crowdfunding page (or plan a fundraiser) to fund the billboard, and get the word out on social media	<p>Here’s some helpful basic fundraising tips, via GoFundMe.</p>
	Sign contract with billboard company &	<p>Sharing images of the billboard is really important! Billboards can help us show people that this is a real-world,</p>

submit your design!

Once it's up, take tons of photos & share on socials to show the

tangible issue, and that people aren't 'just' talking about this online.

And feel free to share this toolkit alongside your billboard pics to encourage others to follow your lead!

P.S.

- If a billboard is too expensive for your budget, many of the companies above offer alternative advertising options (like bus benches)
- Local billboard/advertising companies in your area might offer better deals, so be sure to check those!
- Be sure to tag Berlin Buyers Club & World Health Network in your billboard pics on social!