

<Date>

<Name>  
<Address>  
<Address>

Dear <Name>

In the time it takes to read this letter, outdoor advertising could deliver your message to nearly 200 people. Within an hour, it could reach almost 11,000 potential customers.

Only outdoor media reaches every demographic, every hour of every day, week after week. Plus, it reaches customers who are actively considering where to shop, make a purchase or spend an afternoon.

All this explains why outdoor advertising has become the foundation for many well-conceived media plans. Or perhaps the reason is outdoor advertising costs only a fraction of what other media demand: roughly 86 percent less than TV, 66 percent less than newspapers and 44 percent less than radio advertising.

I will call you in the next few weeks to discuss how outdoor advertising can help your business reach more customers – for less. Or, if you prefer, you can reach me at (413) 555-XXXX.

Sincerely,