



www.general-outdoor.com

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General Outdoor Advertising

General Outdoor Advertising, founded in 1945, is one of the last independent outdoor companies in the Greater Los Angeles market. We began as a family owned business and, in spite of our growth and success, have never forgotten the basic principles that got us here.

We build long term relationships with our clients. We take your knowledge of running your business and combine it with our extensive background in outdoor advertising to develop the most cost effective ad campaign we can offer you.

We keep our operation small and efficient, avoiding any unnecessary costs. Our small staff is experienced and knowledgeable, providing our clients reliable and professional service.

Outdoor advertising works, there is no question about it. And it works more consistently than other forms of advertising. Your advertisement is on display, for everyone on the road, 24 hours a day, 7 days a week for months (and even years) at a time. Your viewers aren't just seeing or hearing a single 30 or 60 second spot on TV or radio, or seeing you once in a magazine or newspaper they're reading. You can't change the channel on outdoor or throw it away. Every single time a viewer drives past your sign, they think of you, whether they consciously notice it or not. And you get that reinforcement for a fraction of what other forms of advertising cost.

Services. General Outdoor Advertising is a full service bulletin company. When you decide to advertise with us, everything else is taken care of.

Every billboard you lease includes artwork provided by our graphic design department for your approval. We can take your idea, photos, logos, etc. and turn them into a professional looking advertisement that conveys your message with clarity and visual appeal. If you already have an ad designed, we can review it with you for its suitability specifically for outdoor use.

We take care of the production, installation, and maintenance. The quality of your advertisement is guaranteed for the term of the contract.

Take a look at what we have to offer...

Southern California Area
Market Coverage Map



