



**FOR IMMEDIATE RELEASE**  
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*Alabama Outdoor Advertising, LLC is Here  
-Growing a Footprint in the Birmingham Market-*

*Birmingham, AL* (March 9, 2017) — Alabama Outdoor Advertising, LLC (ALO) is pleased to unveil the launch of its website. Launched this month, the website provides a user-friendly website for information regarding the services provided by Alabama Outdoor Advertising with the intent to announce ALO is here to meet the needs of clients across the United States.

Developed by a local Birmingham IT and Marketing firm, Bell Media, the website provides details about ALO digital billboard locations and services, how to utilize Out-Of-Home marketing to your benefit, and supporting data and statistics, which prove digital billboards are highly effective.

According to a recent study conducted by Nielsen, more than half of US adults have noticed a roadside billboard in the last month. Most agree that outdoor advertising stand out more than other media, including online, mobile devices, radio, and newspaper advertising. "This detailed study highlights the effectiveness of posters and billboards as highly engaging ad media," said OAAA President and CEO Nancy Fletcher. In addition, digital billboards have a higher recall than radio, magazine and newspaper advertisements, which is shifting marketers to spend their advertising dollars here.

With this new study showing favorable results in the outdoor arena, it's the perfect time for Alabama Outdoor Advertising to launch their website and announce their entry into the billboard market. "With the launch of our website, we hope to reach potential clients across all regions. In addition, our current clients can review and gain access to information about out-of-home media and any updates regarding our company," says General Manager, Davis Hawkins.

Take a look! Visit [www.aloutdoor.com](http://www.aloutdoor.com)

**About Alabama Outdoor Advertising**

Alabama Outdoor Advertising (ALO) is an Alabama-based digital billboard company with signs located in the Birmingham and metro areas. Currently, ALO has five faces and is working on adding additional inventory so that ALO can grow their geographic footprint. All ALO billboards are digital, and utilize the newest technology provided by Formetco. To find out more, check out the website at [www.aloutdoor.com](http://www.aloutdoor.com) or call 205-224-5815.

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