

The image features a large, semi-transparent blue overlay across the top half. The background is a photograph of a coastal city at dusk or dawn. A large Ferris wheel is prominent in the lower-left foreground. To the right, a sandy beach meets the ocean, with a pier extending into the water. In the background, a dense urban skyline is visible under a clear sky. The logo is centered horizontally and partially overlaps the blue overlay and the city background.

COASTAL OUTDOOR

Who Are We?

We are South Carolina's largest locally owned and operated outdoor advertising company. With 27 digital displays, over 800 bulletins, and a spirited staff of 18, our passion is helping businesses grow by utilizing our vast inventory and over 250 years of combined media marketing experience.

We believe in making a difference in our community by treating nonprofits, local businesses, and national chains with the same respect and integrity. Whether you want to expand your client base or profit margins, need volunteers or hires, or simply have fundraising goals, we have proven success across all marketing campaigns.

To put it simply: out of home works!



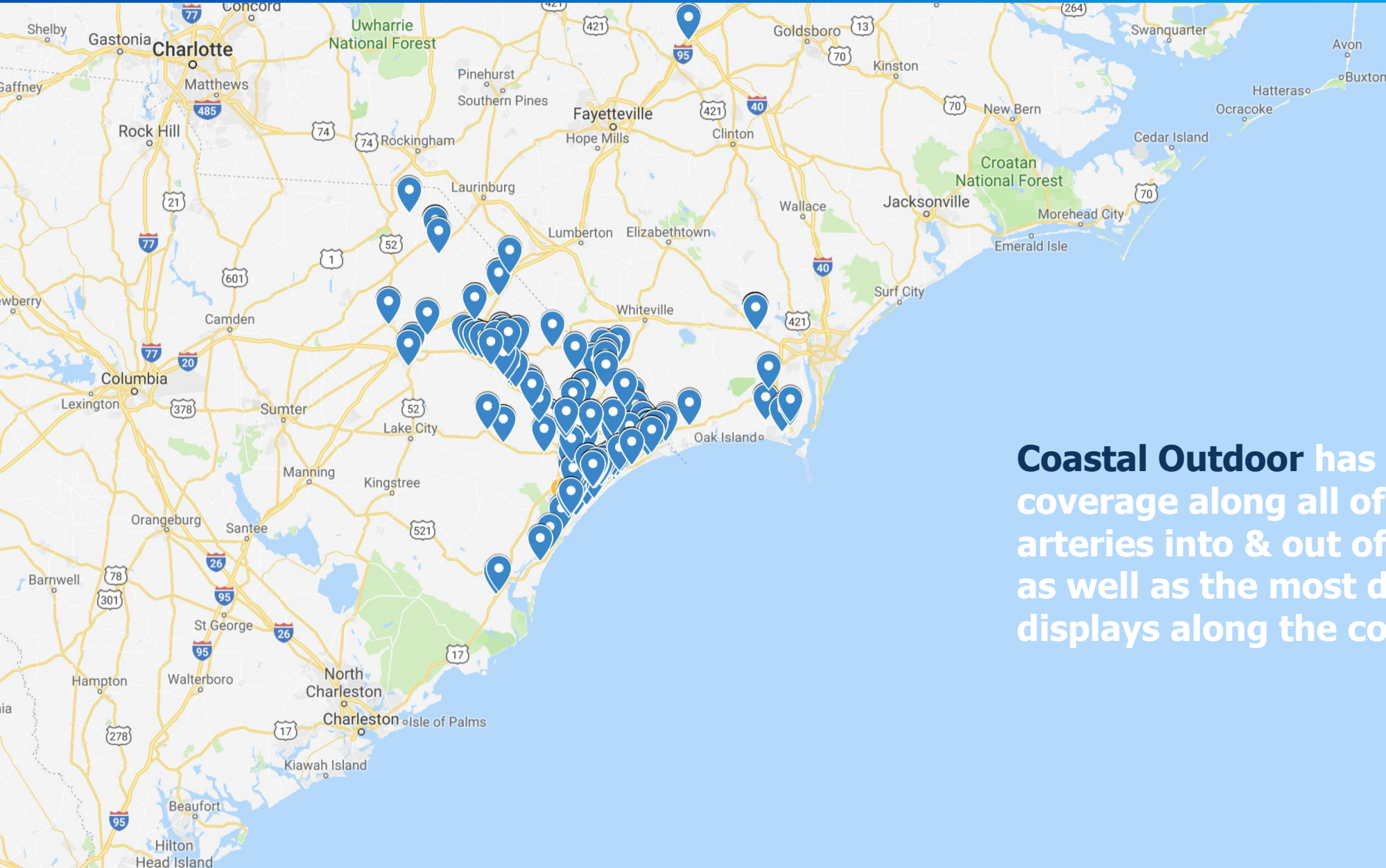
Our Mission & Vision

Our mission is to use our medium to change the landscape of the market. Utilizing impactful messaging & imagery in strategic locations, we want to make your brand larger than life to effectively reach the masses. Whether it's to elicit an emotion, build your brand or make a purchase, we will entice your customers to take action.

Our vision is to not only expand our Out-of-home offerings through unique and innovative technology, but to integrate social media and online advertising as well. We want to become your complete digital media marketing partner so you can harness the full potential of a cutting edge campaign.

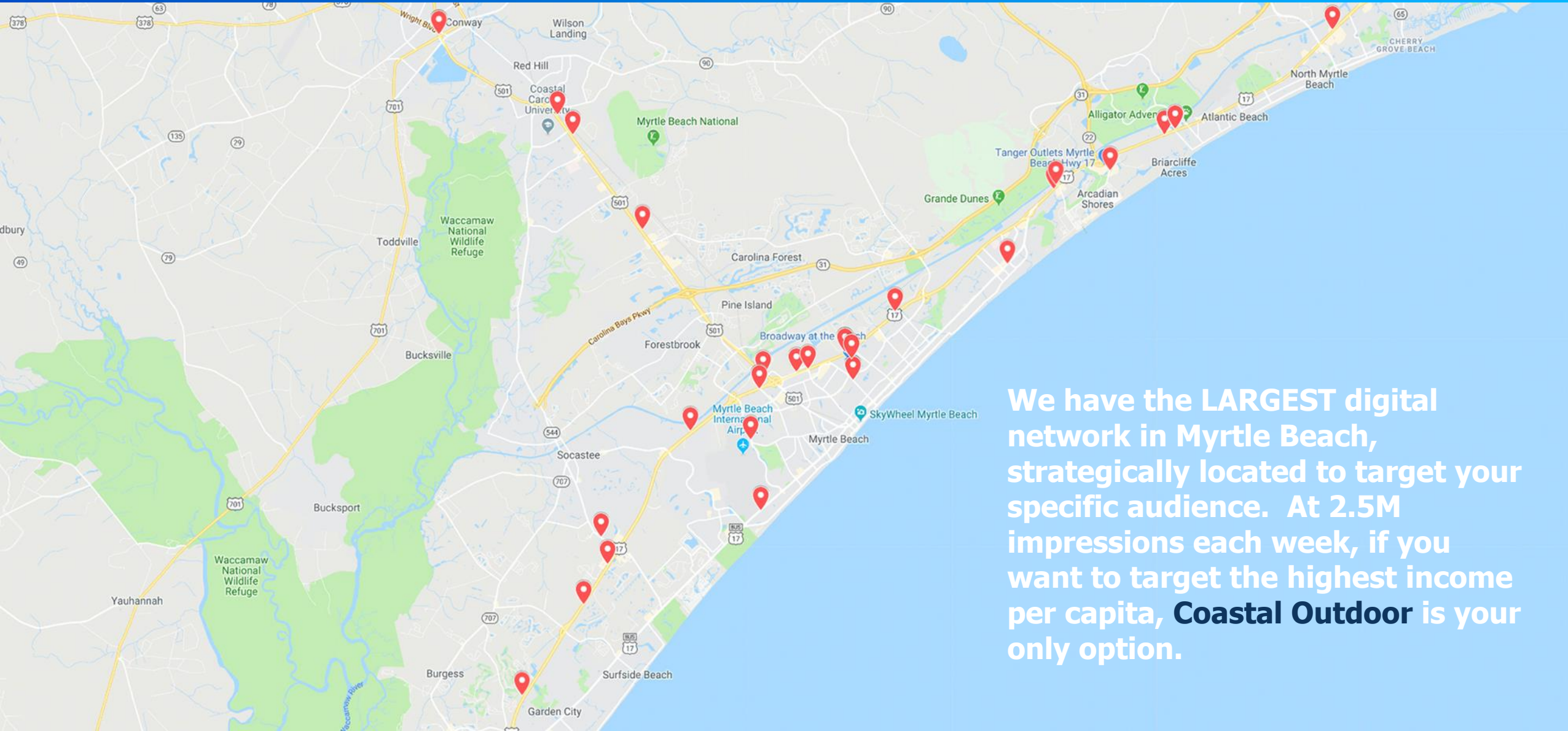
**Every out of home display is a blank canvas.
WHAT'S YOUR MESSAGE?**

Over 800 Bulletins in the Florence/Myrtle Beach DMA



Coastal Outdoor has complete coverage along all of the major arteries into & out of Myrtle Beach as well as the most dynamic displays along the coast.

29 Digital Displays along the Grand Strand



We have the **LARGEST** digital network in Myrtle Beach, strategically located to target your specific audience. At 2.5M impressions each week, if you want to target the highest income per capita, **Coastal Outdoor** is your only option.



Experiential Video Display

Target over **14 million** consumers at South Carolina's most visited entertainment destination, Broadway at the Beach. This complex includes over 160 attractions & restaurants such as Ripley's Aquarium, WonderWorks, Hollywood Wax Museum, Hard Rock Cafe & Jimmy Buffet's Margaritaville just to name a few...

Locally Owned. Nationally Recognized.

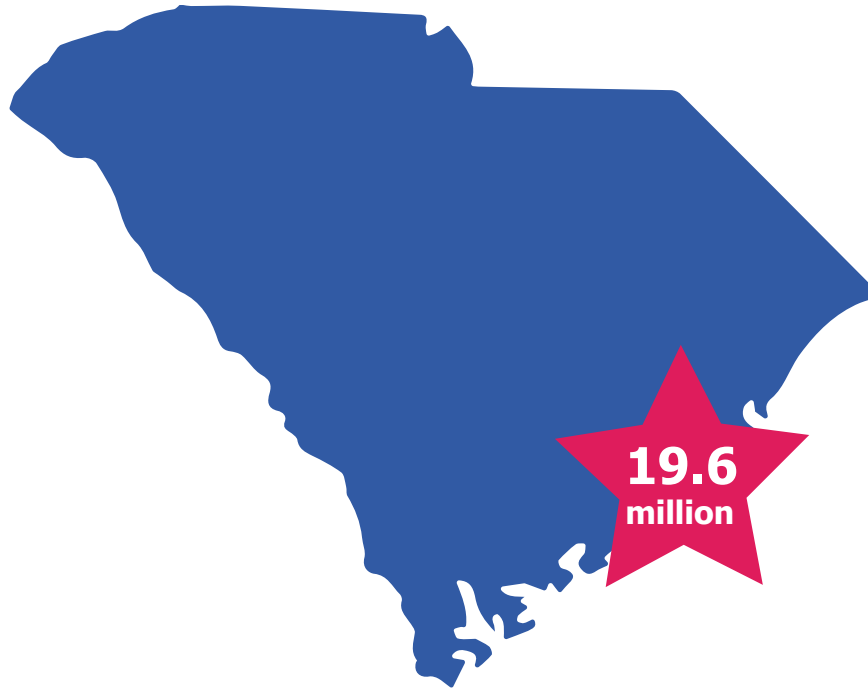


Why Myrtle Beach?



Myrtle Beach is the 2nd fastest growing metro area in America!

We average more tourists per month than Phoenix, AZ & Philadelphia, PA has residents!



Google ranked Myrtle Beach as the "Third Most Searched Travel Destination in the World"

Myrtle Beach is a top 100 DMA for 2020!

According to Nielsen DMA Rankings, Myrtle Beach is a top city to help reach maximum ROI & Exposure!

94	Baton Rouge	293,610	0.274
95	Jackson, MS	284,110	0.265
96	Burlington-Plattsburgh	283,080	0.265
97	Myrtle Beach-Florence	277,560	0.259
98	South Bend-Elkhart	277,380	0.259
99	Tri-Cities, TN-VA	273,310	0.255
100	Greenville-N.Bern-Washngtn	265,820	0.248

Myrtle Beach Area Receives Prestigious Accolades

- US NEWS & WORLD REPORT
[2018 BEST FAMILY BEACH VACATIONS IN THE USA](#)
- USA TODAY 10BEST
[2018 BEST SOUTH CAROLINA ATTRACTIONS](#)
- AFAR MAGAZINE
[2018 TRAVELERS' CHOICE AWARDS: THE TOP DESTINATIONS FOR 2018](#)
- TRAVEL PULSE
[2018 BEST DESTINATIONS FOR A LAST-MINUTE VACATION](#)
- COMPASS + TWINE
[2018 EAST COAST VS. WEST COAST: BATTLE OF THE BEACHES](#)
- TRAVEL CHANNEL
[2018 10 BEST EAST COAST BEACHES](#)
- EXPEDIA
[2018 SAY "SEE YA" TO WINTER IN THESE 25 CITIES](#)
- INSURIFY
[2018 GREENEST CITY AWARDS](#)
- SOUTHERN LIVING
[2018 GREAT SOUTHERN DOG PARKS](#)
- FAMILY VACATION CRITIC
[2018 BEST FAMILY BEACHES](#)
- BROOKLYN BICYCLE COMPANY
[2018 MOST BIKEABLE COASTAL CITIES IN AMERICA](#)
- REVIEWIT MAGAZINE
[2018 BEACH BASH: 25 OF THE BEST BEACHES IN AMERICA](#)
- HSMAI ADRIAN AWARD
[2018 GOLD - VISIT MYRTLE BEACH PROMOTS INCLUSIVITY AS AUTISM-FRIENDLY DESTINATION](#)

- SELECT QUOTE
[BEST FAMILY-FRIENDLY SPRING BREAK DESTINATIONS ON A BUDGET](#)
- TOWN & COUNTRY
[THE TOP 15 BEACHES ON THE EAST COAST](#)
- USA TODAY 10BEST
[2018 BEST BOTANICAL GARDENS](#)
- TRIPADVISOR
[MOST EXCELLENT PLACES TO TRAVEL](#)
- RESONANCE CONSULTANCY
[2018 AMERICA'S BEST SMALL CITIES](#)
- SPORTS DESTINATION MANAGEMENT
[2018 READER'S CHOICE: BEST OVERALL DESTINATION AND FAVORITE DESTINATION FOR ACCOMODATIONS & HOSPITALITY](#)
- US NEWS & WORLD REPORT
[BEST PLACES PEOPLE ARE MOVING TO IN 2018](#)
- TRIPADVISOR
[20 BEST VACATIONS FOR TEENS & PARENTS ALIKE](#)
- TRAVEL PULSE
[2018 25 BEST BEACHES IN THE UNITED STATES](#)
- US NEWS & WORLD REPORT
[2018 BEST FAMILY SUMMER VACATIONS](#)
- WHERE TO RETIRE
[2018 TOP DESTINATION AREAS FOR RETIREES](#)
- USA TODAY 10BEST
[2018 BEST SOUTH CAROLINA BEACHES](#)
- COASTAL LIVING
[2018 MOST AFFORDABLE BEACH TOWNS IN AMERICA](#)



You Can Engage **19.6 Million** Annual Visitors!



19.6 million annual visitors



Over 200 outlet stores



90 golf courses with 3.2M rounds of golf played annually, 50 mini golf courses



157,000 weekly accommodations for rent during peak season



7 live entertainment theaters



1,800 full service restaurants



Over 20,000 campground accommodations



Myrtle Beach International Airport

2,600,000+

people traveled to & from Myrtle Beach Airport in 2019. That's an increase of 5% from 2018!
MYR is the 2nd busiest airport in South Carolina as well as the 8th fastest growing airport in the U.S.

OOH Measurement Data Maximizes Delivery

You can now target more qualified customers due to measured and rated out of home advertising. We analyze audience location and how customers engage with out of home as they live, move, work, & play. By using anonymous cell phone data, we can break down targets by income, gender, ethnicity, spending habits & more.

Save Money by Minimizing Wasted Exposures!

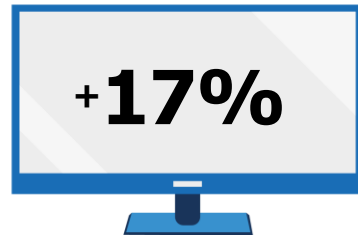
**Impressions measured by Geopath in the Florence-Myrtle Beach DMA
generates 250 Million impressions every week!**

Why OOH?

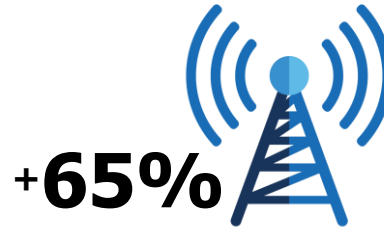
When outdoor is added to your media plan...

OOH Displays, a Match Made in Heaven

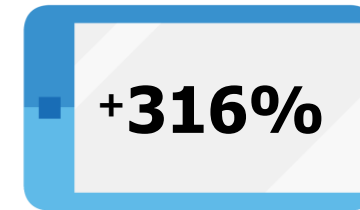
Adding out of home displays to other media can potentially increase reach by up to 316%:



OOH + Live TV



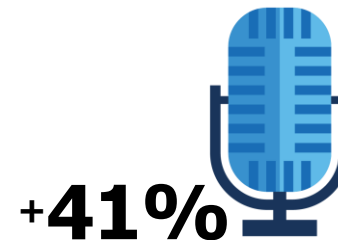
OOH + Internet



OOH + Mobile Web App



OOH + Social Media



OOH + Radio

OOH Influences Online Searches

OOH works. It's big, it's loud, and if the design is clever, it's extremely memorable. Just how impactful? According to the [OAAA](#), of those who have seen an **outdoor ad**:



70%

say outdoor ads are very, or somewhat likely, to influence a purchase



66%

use mobile and social media to share information while viewing an outdoor ad



58%

search the web as a direct result of seeing an outdoor ad



41%

are more likely to learn about the brand being advertised

OOH Display Reach

OOH's Weekly Reach of 99% tops every other medium % of Population Reached:



Any OOH Media

99%



Television

96%



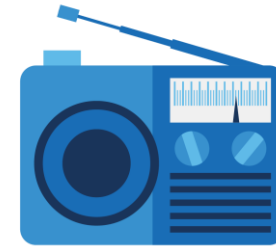
Computer

84%



Mobile/Tablet/Reader

75%



AM/FM Radio

69%



Print/Newspaper

15%

OOH plays a natural and accepted role in the urban landscape and therefore it is part of consumers' daily lives. Its physical presence in the real world means it cannot be blocked like online ads can.

The Decline of Print Advertising

Global spending on outdoor advertising will outpace ad spending on newspapers for the first time ever in **2020**. That's according to a [new report from GroupM](#), a media buying agency. The forecast projects that worldwide ad spending on outdoor will grow to **\$40.6 billion** this year, **\$4 billion** more than advertisers will spend on newspapers. GroupM further projects that by **2024**, out of home spending will outstrip the combined total for newspapers and magazines, with annual **growth** for the category between **2.5 percent** and **4 percent**.

OOH is the only traditional media that continues to grow

Internet & Tech giants have significantly increased their OOH spend launching them into OOH's Top 10 Spenders:



NETFLIX



T-Mobile



OOH is the only traditional media segment to experience consistent advertising revenue growth. Global OOH advertising revenues grew in each of the last nine years (2010-2018), with an average growth of +4.1% per year over the period, to reach \$31B in 2018.

Meanwhile, traditional non-digital media as a whole (television, print, radio) experienced stagnating advertising revenue (+0.4% over the period, and -1.5% in the last four years).

Benefits of Digital Displays



Flexibility

Take advantage of the flexibility that digital OOH media offers. Change messages weekly, daily, or even hourly. Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.



Multiple Executions

Campaigns that use multiple executions and a variety of display formats deliver impact and continuity that can extend the awareness of a campaign over time.



Competition

Competitive influences can affect the longevity of an OOH campaign. Competitors who advertise similar product benefits or use similar design elements in a campaign will confuse a viewer. Stand out from your competition!



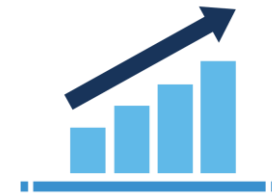
Digital Scheduling

There are no production or installation charges when utilizing digital OOH media. Content uploads to digital OOH signs are instant, so changes or updates to designs can be made quickly.



Target Audience

The composite of primary and subsequent target audiences can affect the longevity of an OOH campaign. By positioning an OOH message in relation to specified geographic/demographic targets, the message will more accurately impact the intended audience.



Popularity & Growth

OOH market trend: Digitalization of OOH is undeniably a major trend going forward, and while digital currently represents only 5% of OOH inventory, the opportunities it offers mean it is already bringing in 14% of the sector's total revenue, a figure set to grow to 24% by 2021*.



Digital Displays

Our digital network was built for maximum engagement, strategically located where dwell time delivers a captive audience, influencing the consumer where purchases are made.

Dynamic Content on Digital Displays



Conditional Triggers

Using data sources such as RSS feeds, we can determine which creative to feature traffic, weather & time of day



Social Integration

We can incorporate social media content, hash tag aggregation & even repost from social media outlets.



Live Updates

We can update sports scores, breaking news & more.

Benefits of Bulletins

NOT JUST A GREAT BIG SLIP AND SLIDE!

- 24 hour street presence
- Big, bold existence in the market
- Ability to add extensions & 3D extensions
- Total market Coverage available
- Great for branding & call to action campaigns
- Target Audience – where they live, work & play
- Exclusivity of message, large size & dynamic colors



Client Testimonials



COASTAL OUTDOOR

You guys are awesome! Everything you promised you did and on time. George in sales and the design team are first class. We launched a new phone number and a new web address and it created calls in two weeks of digital billboards. The competition took notice. The hotels in town even began calling us on a more regular basis and we definitely added new transportation partners. The "drivers wanted" ad posted for only 48 hours and we had over 25 applicants! It ran simultaneously with three other billboards, so the number of applicants was amazing! You can count on future business from us.

Tim Hart, Cabbz Here

Client Testimonials



COASTAL OUTDOOR

For its 30th Anniversary season (2017-18), the Long Bay Symphony included digital billboards in its marketing budget. Coastal Outdoor has done a great job with designing the boards. We definitely saw an increase in ticket purchases following postings of specific concerts. With the success billboards have brought us, we will continue to include them in our marketing plan!

N. Jane Williams, The Long Bay Symphony

Client Testimonials



MD ROOFING & WINDOWS

COASTAL OUTDOOR

COASTAL OUTDOOR

"I think the smartest people are those who accept that: 'You don't know what you don't know. Some things should be left to the experts.' One thing I now know is that the expert design team at Coastal Outdoors are marketing geniuses. They know marketing! We met with them initially and gave them almost no ideas or direction and they asked us to trust them. In a short time they created a unique marketing strategy for our billboard advertising. It was simple, but informative; and at the same time creative and memorable. Then they took that one step further and even brought us in, dressed us up and had a photo shoot to incorporate both owners of MD Roofing & Windows on custom built extensions on the billboard. Brilliant!"

We have already had countless people calling us about our billboard: friends, family, potential customers and even our competition. The billboard design and location is really catching people's attention. MD Roofing & Windows will be Coastal Outdoor's customers for life. If you are looking to maximize your companies exposure then trust the experts at Coastal Outdoor. They are friendly, fun and even a little crazy...but they definitely know what they are doing.

Randy Dorenbos, MD Roofing & Windows

Client Testimonials



COASTAL OUTDOOR

"Joe and the entire team at Coastal Outdoor are great partners. Outdoor is a dominant part of our advertising mix and they have been a pleasure to work with throughout the years. Joe works with you to isolate billboard locations that will best fit your needs and the creative team provides input and assistance when needed. Not to mention the behind the scenes folks who handle the scheduling of all the digital billboards, installation of bulletin boards, and so much more. It's a true team effort and everyone within the Coastal Outdoor family is fantastic to work with. No matter your budget, Joe and the team at Coastal Outdoor will work to find a solution that is right for you and your business."

Kristin Call, AGM, Myrtle Beach Pelicans

Client Testimonials



the
Wedding Showcase
JAN 26 • 1-5PM
MYRTLE BEACH CONVENTION CENTER

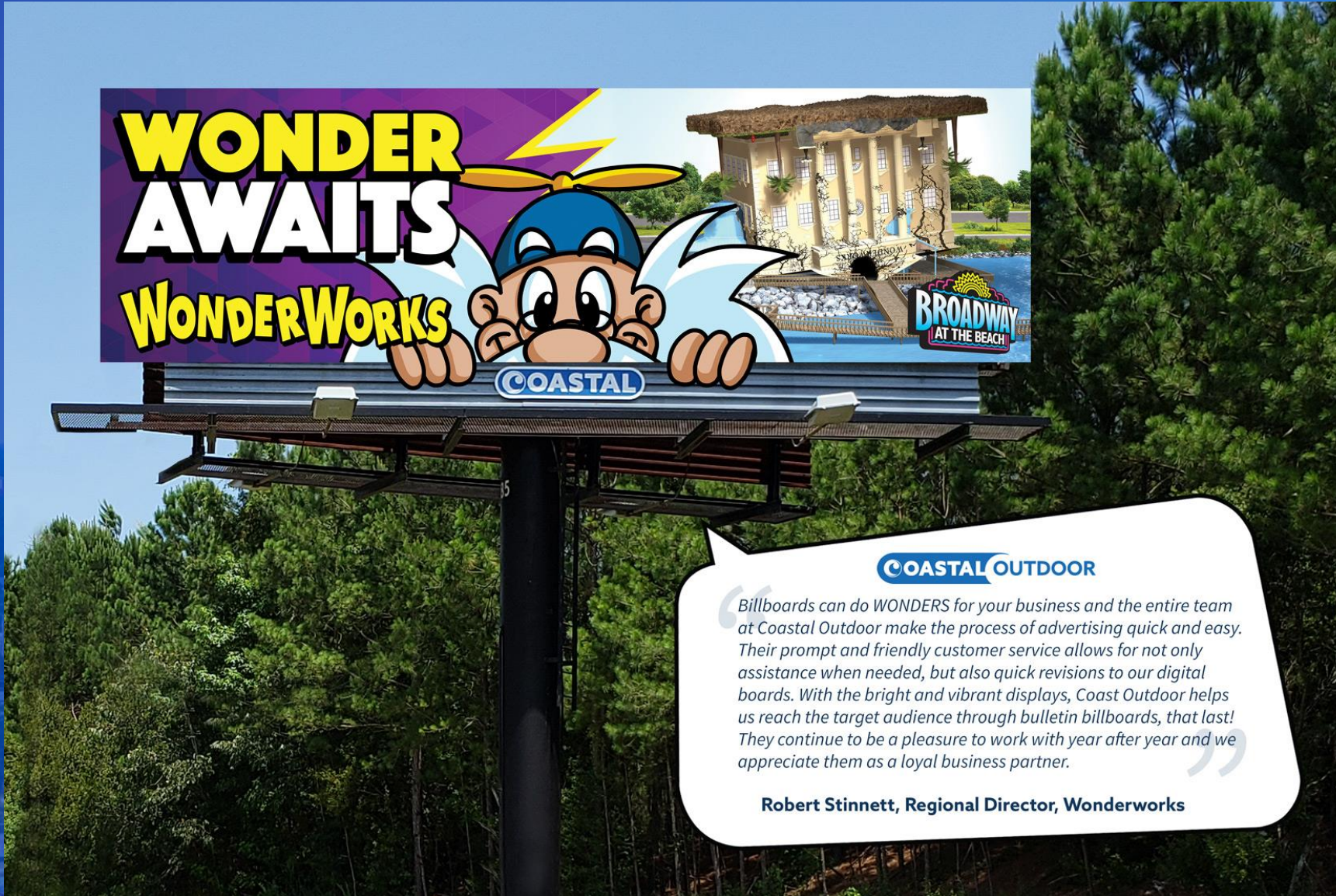
COASTAL

COASTAL OUTDOOR

"The Wedding Showcase was a huge success! Our boards with Coastal Outdoor Advertising were so well recognized that our guests actually complimented our advertising campaign! There is no doubt that partnering with Coastal Outdoor drove attendance to our event and we cannot wait to work with you all again on the next showcase! We like working with the best!"

Cheryl L. Cox, The Wedding Showcase

Client Testimonials



WONDER AWAITS WonderWorks

COASTAL

BROADWAY AT THE BEACH

COASTAL OUTDOOR

"Billboards can do WONDERS for your business and the entire team at Coastal Outdoor make the process of advertising quick and easy. Their prompt and friendly customer service allows for not only assistance when needed, but also quick revisions to our digital boards. With the bright and vibrant displays, Coast Outdoor helps us reach the target audience through bulletin billboards, that last! They continue to be a pleasure to work with year after year and we appreciate them as a loyal business partner."

Robert Stinnett, Regional Director, Wonderworks

Client Testimonials



COASTAL OUTDOOR

I wanted to say "thank you" for your help and support with the dine and donate for the Humane Society of NMB. Our food sales were just over \$4,000! I think that is AWESOME (especially for the first time) and we want you to know how much your support for the event means to us! All of us here at Carolina Ale House are huge animal lovers and we were all so excited the dine and donate went so well. With that said, we are hoping to book one dine and donate per month with the HSNMB. Thanks again!

Caroline & Carolina Ale House Staff

Client Testimonials



2019 Encore SB
0% APR
OR UP TO 18%
below **MSRP**

BUICK

HADWIN-WHITE

COASTAL

COASTAL OUTDOOR

I have had a long-standing business relationship with Coastal Outdoor and Joe Ellis, and I appreciate their ability to continue to evolve in their ever-changing industry so that they have the best products available to present to me to assist with our advertising efforts. Digital boards have been a great addition to our advertising strategy as the slides can be changed quickly and therefore we can promote current incentives and savings to the market. Joe is always quick to share opportunities with me, yet always respectful regarding my final decision. I trust Joe and Coastal Outdoor to watch out for our best interest and it doesn't hurt that when Joe comes by we get to discuss little SEC football!

GM Jordan Hadwin, Hadwin-White

We pride ourselves on keeping up with new marketing ideas, industry trends, and competitive intelligence. We help businesses generate business and we welcome the opportunity to partner with you!

(843) 692-2334

CoastalOutdoorAdvertising.com