

COASTAL OUTDOOR



Who We Are

We are South Carolina's largest locally owned and operated outdoor advertising company. With 33 digital displays, over 800 bulletins, and a spirited staff of 20, 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, new 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



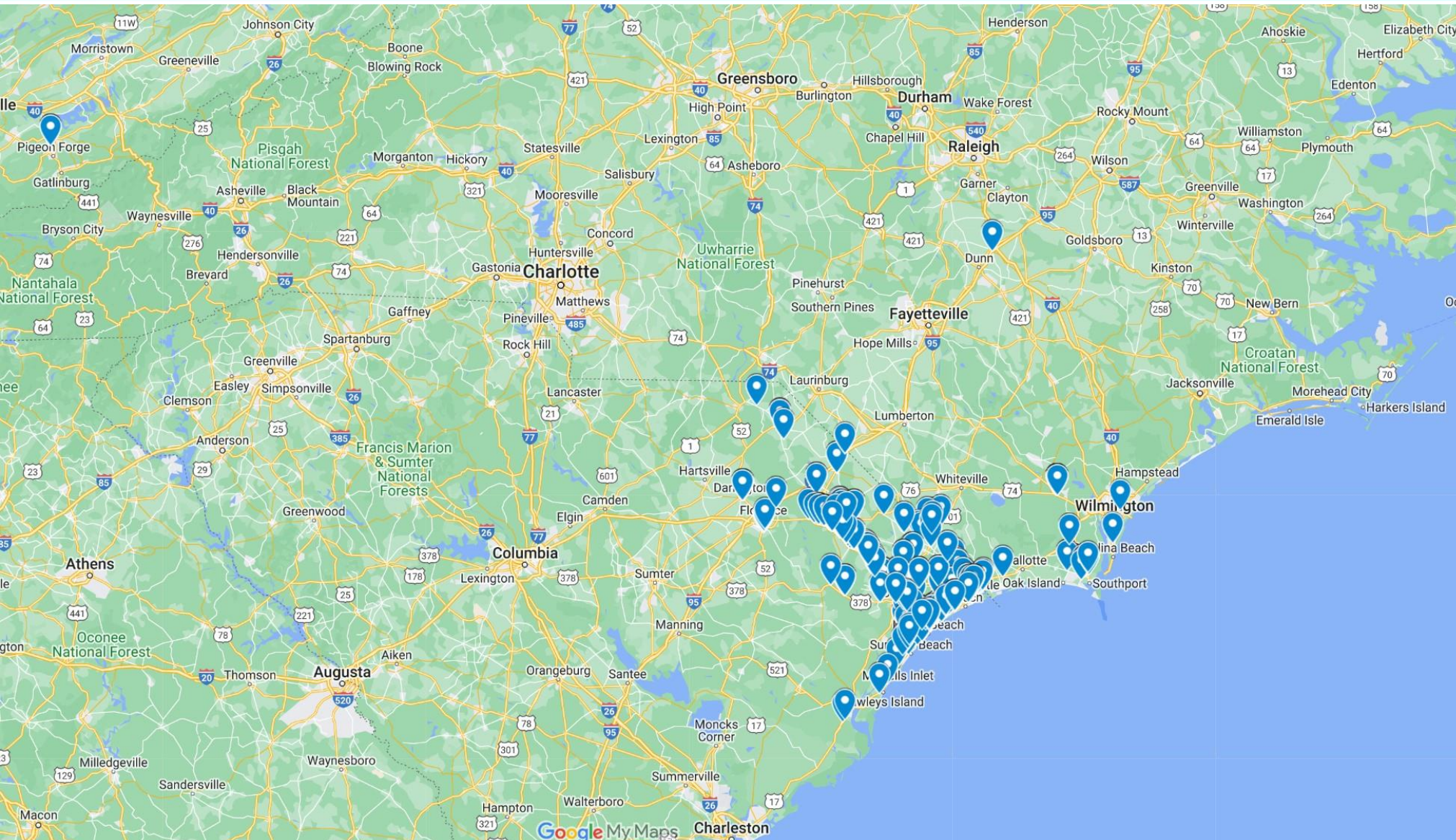
Our mission is to use our medium to change the landscape of the market. Utilizing impactful messaging & imagery in strategic locations, we want to make your brand larger than life to effectively reach the masses. Whether it's to elicit an emotion, build your brand or make a purchase, we will entice your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



Our vision is a future where our expanded billboard network & emerging Out-of-Home solutions provide unmatched delivery & visibility for our customers. With innovation, strategy & creativity at our core, we aim to lead the evolution of impactful, tech-forward outdoor advertising while continuing to support the community we serve proudly.

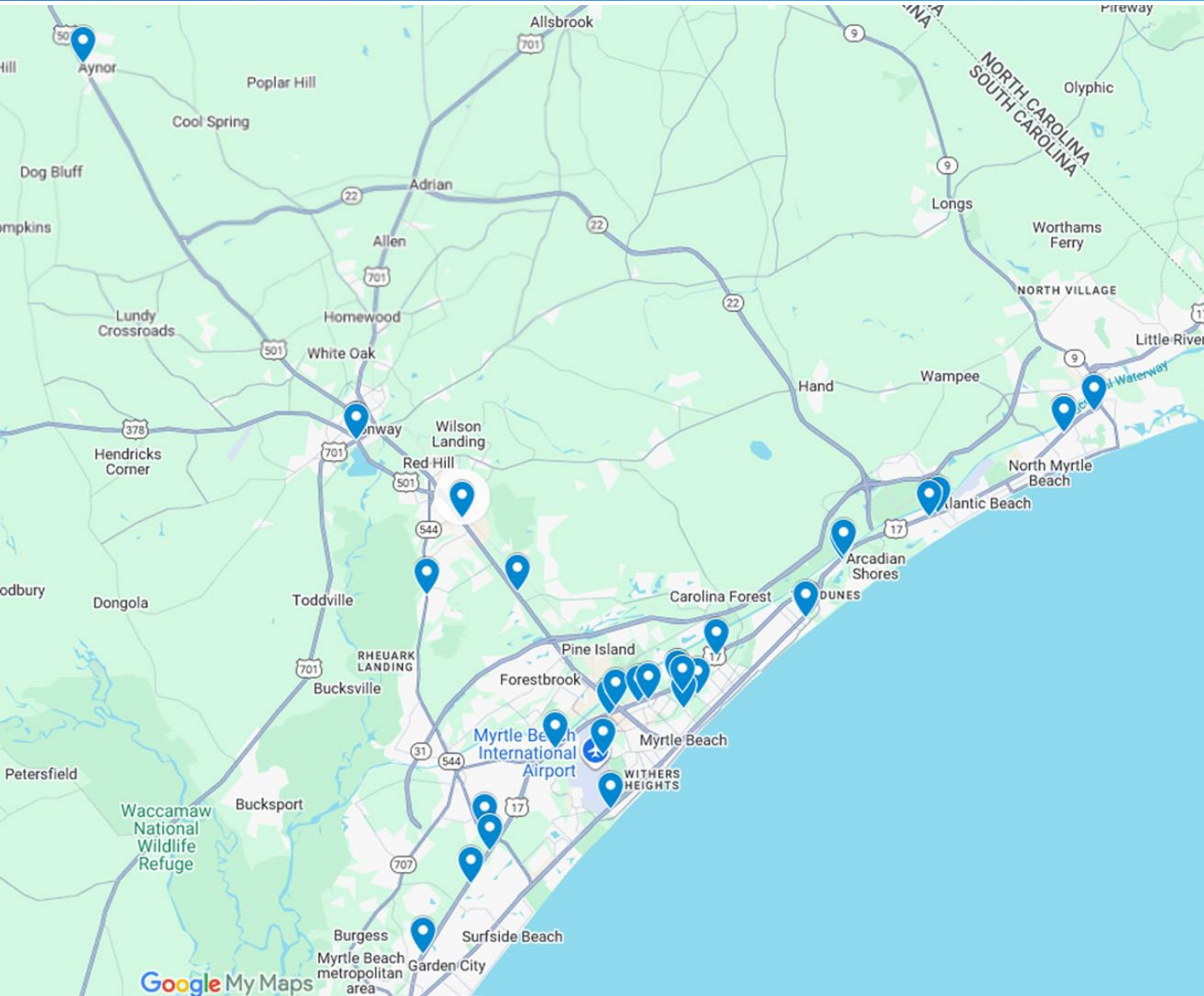
**Every Out-of-home display is a blank canvas.
WHAT'S YOUR MESSAGE?**

Over 800 Bulletins in the Florence/Myrtle Beach DMA



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

33 Digital Displays along the Grand Strand!



We have the LARGEST digital network in Myrtle Beach, strategically located to target your specific audience. At over 4.8M impressions each week, if you want to target the highest income per capita, Coastal Outdoor is your only option.



Full Motion Video Display

Target over **13 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 Buffett's Margaritaville just to name a few...

chrome-extension://efaidnbmninnkpbcajpcgicdefindmkaj/https://www.burroughsandchapinleasin.com/wp-content/uploads/2016/05/BATB-brochure.pdf

Locally Owned. Nationally Recognized.



Why Myrtle Beach?



South Carolina Moving Trends

Horry County is the 2nd fastest growing county in South Carolina with a growth rate of 3.51% over the past year.

The population has grown 64.05% since 2010.

Horry County's estimated 2025 population is just over 443,000 and is predicted to grow to nearly 586,000 by 2040.

<https://www.pods.com/blog/moving-trends>; <https://worldpopulationreview.com/us-counties/south-carolina/horry-county>; <https://worldpopulationreview.com/us-counties/south-carolina/horry-county#:~:text=Horry%20County's%202026%20population%20is,has%20grown%2064.05%25%20since%202010.>

Myrtle Beach 2026: Growth & Opportunity for Advertisers

Myrtle Beach is heading into 2026 with strong momentum driven by new attractions, hotel development, infrastructure investment, & a growing real estate market. These changes are expected to increase tourism, strengthen the local economy, & create more foot & vehicle traffic across the Grand Strand.

New Attractions & Entertainment:

- New interactive attractions, museums, gaming concepts, nightlife venues & breweries are coming to the area
- These experiences are designed to attract families, tourists, and year-round visitors
- The growing entertainment scene makes Myrtle Beach an even stronger destination for leisure & travel



Myrtle Beach 2026: Growth & Opportunity for Advertisers

Hotel & Lodging Expansion:

- New hotels & upgraded oceanfront resorts are being developed throughout the Grand Strand
- Increased lodging capacity will bring more visitors to the area throughout the year
- Hotel development also brings job growth & more consumer spending in surrounding areas



Myrtle Beach 2026: Growth & Opportunity for Advertisers

Beach Protection & Infrastructure:

- Major beach renourishment projects are planned to protect the coastline & maintain Myrtle Beach's appeal
- Infrastructure investments help preserve tourism corridors and business districts
- A strong shoreline protects the long-term value of tourism & development

Housing Market Outlook:

- The Myrtle Beach housing market remains competitive with strong demand for new construction
- Out of state buys continue to drive growth in residential & investment properties
- Ongoing development brings more full time residents & repeat visitors to the area



What this means for Billboard Advertising

- **More visitors & residents mean more eyes on your brand**
- **New developments & hotels increase traffic along major roadways**
- **As Myrtle Beach grows, billboard advertising positions your brand in front of expanding audiences creating higher exposure**



We are in the top 100 DMAs in 2025!

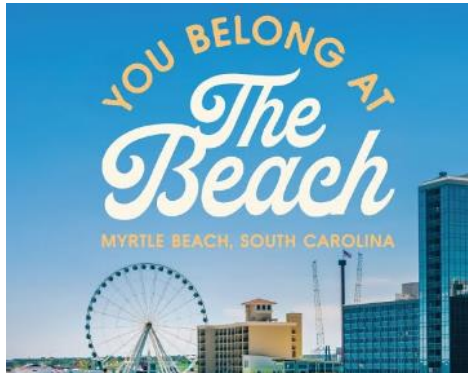


According to Nielsen DMA Rankings, Myrtle Beach/Florence is a top city to help reach maximum Return on Investment (ROI) & Exposure!

LinkedIn ranks Myrtle Beach #7 out of 25 fastest growing U.S. metros for jobs & new talent. Top industries hiring: Healthcare, Professional Services, & Manufacturing

Wilmington ranked #12 of 25. Top industries hiring also include Professional Services, Healthcare & Manufacturing.

What Our Area has to Offer!



18.2 million annual visitors



Over 200 outlet stores



80 golf courses with 3.2M rounds of golf played annually, 35 mini golf courses



425 hotels and 157,000 weekly accommodations for rent during peak season



10 live entertainment theaters



2,000 full service restaurants



Over 7,000 campground accommodations

Did you know...



The Myrtle Beach International Airport is the fastest growing airport in South Carolina. It is also the busiest single-runway airport in the country behind San Diego International Airport. Over 3.5 million people traveled to & from MYR in 2025 & MYR anchors the Grand Strand's \$14B+ tourism economy enabling year round travel that sustains hotels, restaurants, attractions & retail.



Why OOH?

When outdoor is added to your media plan...



Low CPM, High ROI



OOH advertising has the reputation of being expensive, but it actually offers the **lowest cost per thousand** impressions (CPM) of all traditional media. With an average CPM of **around \$5**, it's a steal compared to other options available.



The Return on Investment (ROI) in OOH ads also proves its value. Within the last four years, **every dollar spent on OOH advertising generates \$5.97 in product sales**—a higher ROI than radio, print and digital.



U.S. Major Media CPM Comparison Confirms Superior Value of OOH

Solomon's CPM Comparison



OOH IS THE BEST BANG FOR YOUR BUCK

Consumer Behavior

- 65% of consumers search online after seeing an OOH ad
- 40% visit a website or search a brand within MINUTES of seeing OOH
- 58% of consumers say OOH makes brands feel more trustworthy
- Consumers exposed to OOH are 48% more likely to visit a physical store



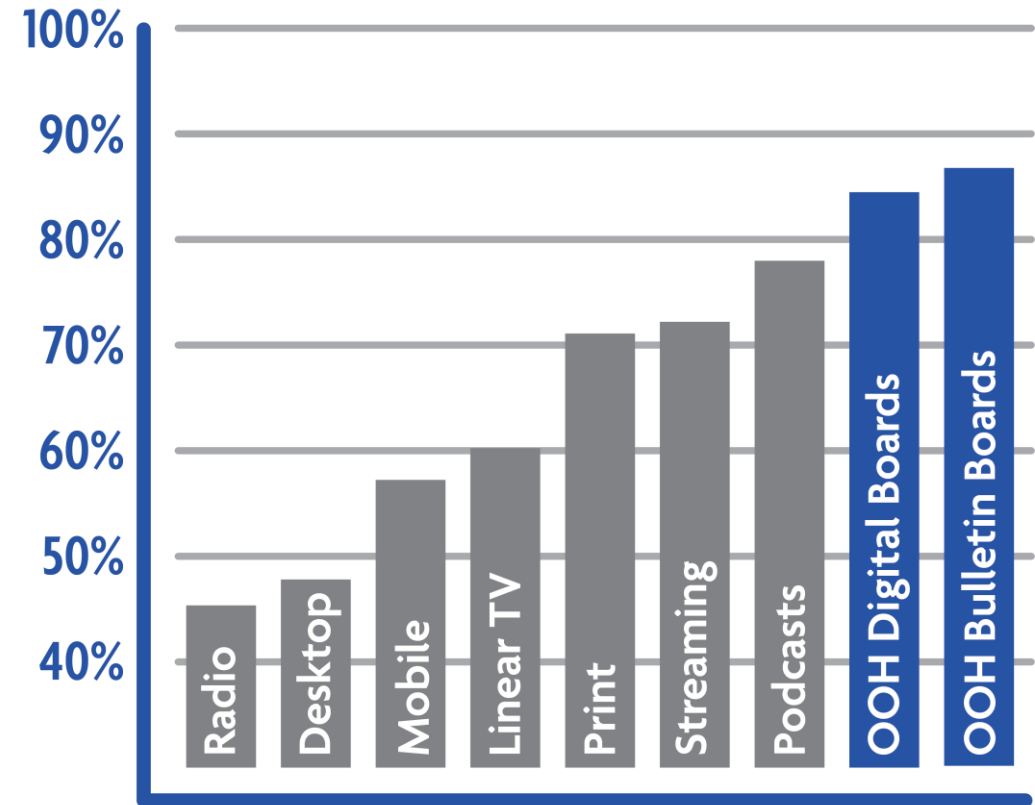
OOH Ad Notice at Record Levels Amplifying All Media Plans

OOH produces the **HIGHEST** levels of consumer recall vs other media channels.

86% Consumer recall for bulletin billboards

85% of consumers find OOH ads useful & catch consumers' attention during daily travel.

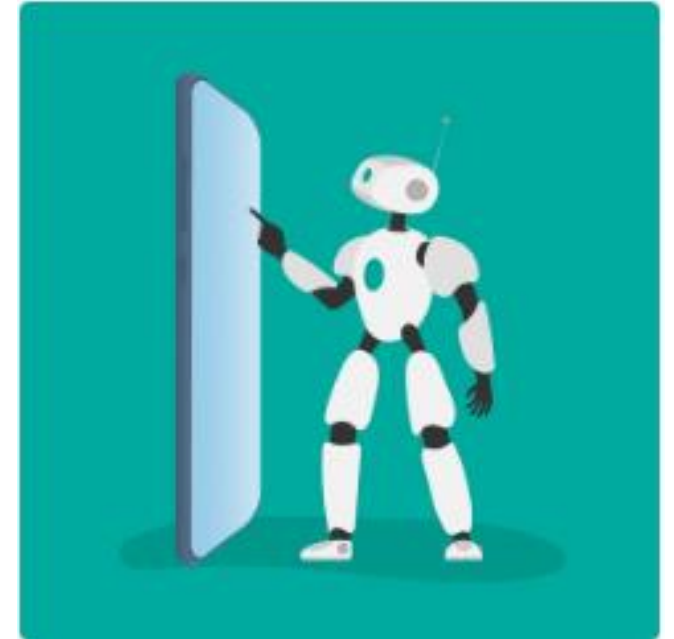
84% Consumer recall for digital billboards.



Consumer Recall By Media Type

Digital Online Ads are Losing their Effectiveness

- Multiple reports indicate that Google Ads and social media advertising are becoming less effective.
- Businesses experience lower conversions despite rising costs, with many marketers voicing frustration over diminishing returns.
- Click fraud remains a significant issue, with bots artificially inflating metrics and wasting advertisers' budgets. Click fraud rates in search campaigns can run between 14%-22%, depending on industry and geographic location. This means businesses pay for traffic that isn't real – no real people, no real results.



OOH is the only traditional media that continues to grow. The top 10 OOH advertisers in 2024 include:

2025 to come April 2026



verizon



SAMSUNG



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.

Benefits of Digitals

- Deploy final creative within minutes
- Run multiple messages in rotation
- Perfect for promotions, events, and updates
- Schedule ads by time of day, night, or season
- Trigger creative by weather, traffic, or live data feed
- Keep content fresh & relevant
- Full color LED display
- High traffic location with 24/7 visibility

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.

Live Updates

Through RSS feeds, we can update sports scores, breaking news & more.



Benefits of Bulletins

- **24/7 street presence**
- **Big, bold existence in the market**
- **Ability to add extensions & embellishments**
- **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**
- **Ideal for long term brand building**

Coastal Outdoor Doesn't Just Sell Advertising Space

We are strategic partners to business owners & to our community. Working day to day, week to week and month to month, we strive to make businesses & organizations grow, emanate messaging that is impactful, and communicate what you have to say through Out-of-Home Advertising. Your story is ours, and we are here to extend your outdoor voice!

We have donated hundreds of thousands of dollars of advertising space to organizations & charities in need within Horry & Georgetown Counties & nationally. We are honored to share how our contribution has helped to fundraise, recognize & bring awareness for so many good causes.

- ♥ Horry County Literacy Council
- ♥ All4Paws Animal Rescue
- ♥ Help4Kids
- ♥ SOS Care
- ♥ Meals On Wheels of Horry & Georgetown County
- ♥ Boys & Girls Club of MB
- ♥ Alzheimer's Association
- ♥ Urgent Blood Drives
- ♥ Relief Funds
- ♥ Beach Ball Classics
- ♥ Grand Strand Miracle League
- ♥ Humane Society of NMB
- ♥ Myrtle Beach Police Foundation
- ♥ Autism Awareness
- ♥ See full list @ coastaloutdooradvertising.com/giving-back/

Client Testimonials



sos  care
Autism & Intellectual Disability Services

COASTAL

COASTAL OUTDOOR

Pudge and his team have been a dream to work with! They connected with us on a personal level and were able to help us better communicate who we are and what we do. They spent hours on SWOT analysis and research and really dug in to make sure that they got it right. The end result is a perfectly executed vision for the future. We love that our new logo honors our past while at the same time presenting a fresh, modern look representative of where we're heading. Thank you for sharing your talent, generosity and partnership with SOS Care.

Sarah Pope, SOS Care

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

"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

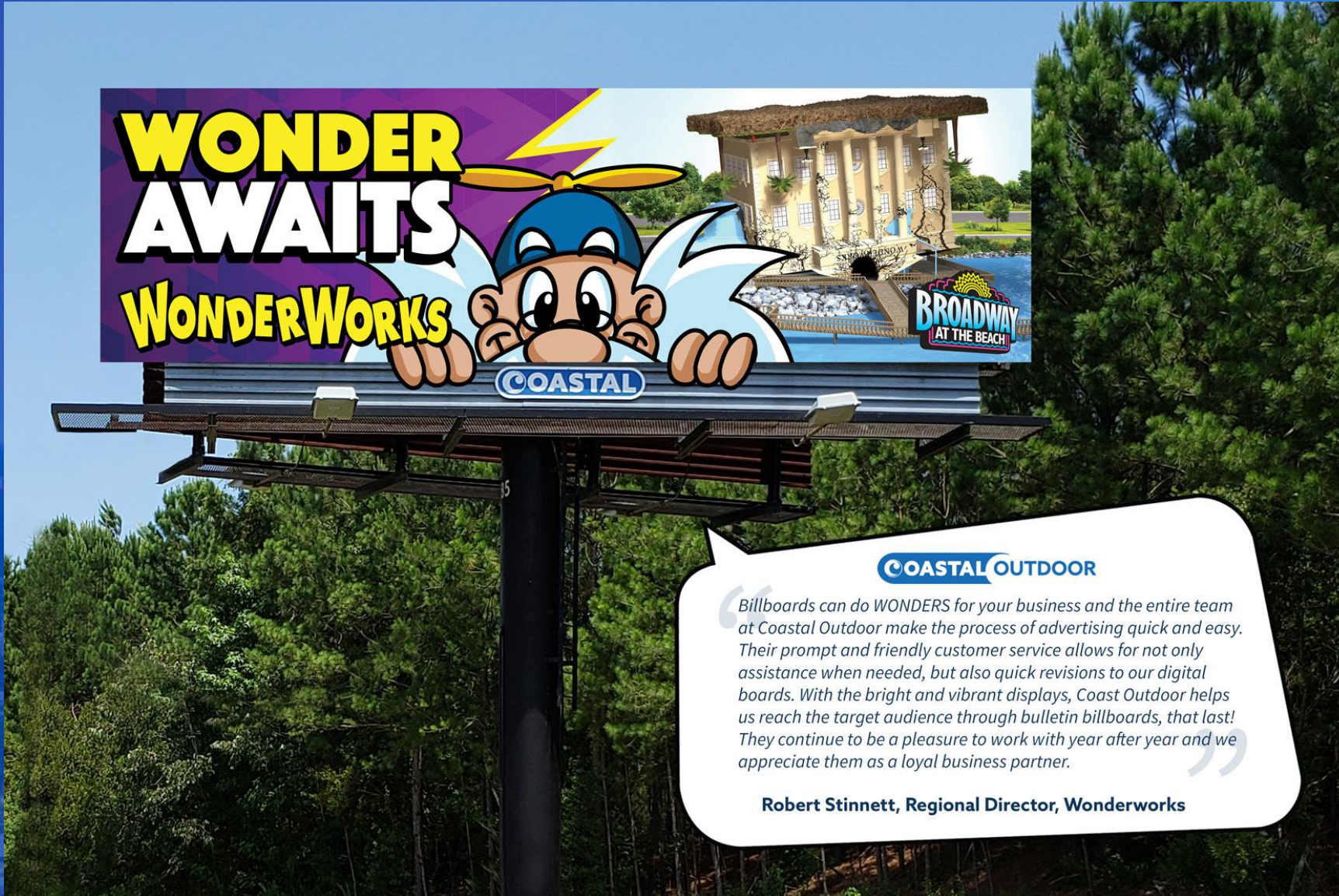


COASTAL OUTDOOR

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



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



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 customer growth and we welcome the opportunity to partner with you!

(843) 692-2334

CoastalOutdoorAdvertising.com