

# NEW TO OUTDOOR ADVERTISING?

Formetco is your industry expert, committed to helping you succeed. We've been in the outdoor advertising industry since 1968 — that's longer than all other digital vendors combined. From project planning to installation, our Digital 101 Guide below is an easy step-by-step guide that will help you through the process.



## DIGITAL BILLBOARD PERMITTING

Permits are required for all digital billboards but not every location is qualified for one. It's important to determine permit eligibility before purchasing an LED digital.

## PERMITTING & ZONING SUPPORT

If you need permit guidance, Formetco can assist with industry support documents, studies, and strategies to help you through the permitting process. We can also support you in zoning meetings with light studies of your location, safety studies and emergency alert information.



## GROUND LEASING SUPPORT

When you have questions such as "What are common practices?" and "What is the best approach?", your Formetco representative has the answers. Sample lease contracts are available.



## SITE SURVEY

Select the best digital billboard that fits your location. Your Formetco representative can do a site evaluation visit to help determine structure, height, size, resolution and angle of read.



## FINANCING OPTIONS

We understand the outdoor advertising industry and offer a wide range of customized leasing and exclusive financing options.



## INDUSTRY RESOURCES

Formetco has worked with the industry's top fabricators and installers for nearly 50 years. We can recommend billboard attorneys, installers and fabricators as well as the best independent sales agents in your area.



## PROJECT MANAGEMENT

Formetco helps you manage your billboard project from the initial order to engineering, installation and powering up the digital.



## SALES TRAINING & SUPPORT

Formetco sales representatives are industry experts ready to help you start your business from the ground up, working with you every step of the way. We have all the documents you need to make your business profitable from day one.



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