

Billboard Criteria

Based on research the following criteria have been developed for use in evaluating requests for Hey Florida funding support for billboards.

Short, effective message (6-7 words is best, no more than 10)

One message per billboard

Message should be supported by research.

We need a few well developed messages: too many messages dilutes our most important messages.

If using digital boards, consider an animation piece.

Consider a non-highway location (speeds on highways are fast: limiting time the driver or passengers have to read the message) . Average exposure to a billboard is 6 seconds due to driving speeds (message is usually up for 8 seconds). A nonhighway spot is best as speeds are slower: traffic lights are helpful to give observer more exposure to board.

Disclaimer is 10% of board

Disclaimer is: Paid for and Approved by HeyFloridaPC.

Funding is a partnership: part county of origin and part Hey Florida

HeyFloridaPC should NOT be associated with the word DEMOCRAT or DEMOCRATIC