

# Advertise with HCBI!

Looking to reach potential customers with your message and grow your business? Whether you're a small business owner considering advertising for the first time, or have an experienced marketing team looking for other ways to promote your business, we have a wonderful opportunity available to help you reach your advertising goals!

HCBI is now the proud owner of two digital signs, both located along main corridors in Huntingdon County. Our 6ft x 8ft sign can be seen traveling east and west along Rt. 22 William Penn Highway in Smithfield. Our 4ft x 6ft sign is along Rt. 522 at the entrance to the Riverview Business Center park in Mount Union. These strategic locations help to amplify the reach of your ad across the region!

Your ads will run on both signs during the month(s) you've selected, providing max exposure for your business, events, hiring notices, products and services, sales, specials and more!



Anyone can purchase ad space on our signs, but members of HCBI receive an exclusive 50% off discount on their monthly advertisements and assistance with ad creation! We are also currently offering a **B2G1** special until the end of 2022, so buy two months of advertising and get the third month free!

## Digital Ad Rates

**HCBI Members:** \$100/mo. Free ad creation

**Non-Members:** \$200/mo. Ad creation available for an additional \$50

For information on becoming a member of HCBI, please visit our website at <https://www.hcbi.com/plans-pricing>.

Ads will be visible approximately 5,000 times per month, for thousands of people to see!

## **1 Ad, 1 Price, 2 Signs!**

**Take advantage of this wonderful opportunity to promote your business today!**

**Contact us at 814-506-8287**

**[www.HCBI.com](http://www.HCBI.com)**

# Business Ads

Below are some examples of ads that have appeared on our digital signs. Outdoor advertisements should be straightforward and to the point. Your ads should help your audience get somewhere or suggest what they should be doing. Your message should be vibrant, clear and simple to get the best response. Choose high contrast colors to make your ad easy to interpret. Use large, legible fonts to enhance the visibility of your message. Allow for adequate spacing between letters, words and lines. Things to avoid: Using all uppercase letters and solid white backgrounds.

We will work with you to create the best visual design to highlight your brand, and promote your message!

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