

# Member news & Notes



## BUSINESS SPOTLIGHT: Lamar Outdoor

Lamar Advertising began under the name Pensacola Advertising Company, a small poster company owned by J.M. Coe to promote his other business, the Pensacola Opera House. Four years later, a partnership between Coe and Charles Lamar was formed, ending in 1908 with a coin toss to determine which partner would take full ownership

of which business. You can guess the outcome of the toss.

Throughout the 1920s and 30s Lamar continued to expand in size, in locations and in products. They focused on small towns instead of big cities. Popular partners included Ritz, Coca-Cola, General Electric and Pabst Beer. In the 40s, Lamar designed posters

supporting World War II, and in 1956 found an advertising niche with the implementation of the 41,000-mile Interstate Highway System.

Lamar and his family transformed the small sign company on the Gulf Coast into one of the nation's largest Out-of-Home advertising companies. Over the decades, the company stayed its

course of expansion and acquisitions. Boasting more than 348,000 displays across the United States and Canada, they offer a variety of billboard, interstate logo, transit and airport advertising formats to help brands reach their audiences.

Lamar has 170 boards in Delaware, all in New Castle County, most of which are the traditional 10-foot by 30-foot format. Need a good reason to consider outdoor advertising? Just think about how much traffic runs between Middletown and the Pennsylvania border, plus you can't turn it off or change the message.

In addition to its traditional advertising products, Lamar is proud to offer the largest network of digital billboards in the United States with over 3,200 displays. Whether it's live score updates from the big game, weather triggers or message rotations based on the time of day, their digital displays are an innovative means to communicate. They also create custom 3-D elements that add a wow-factor to billboards and storefronts alike.



And the company behind it all? Lamar Advertising says, "We live by the Golden Rule, and we operate with honesty and integrity in every aspect of our business. We are open with our employees, transparent with our customers and loyal to the communities in which we serve."

Lamar Advertising's mission center

on safety first, serving customers, community support, delivering value, honesty and integrity and continuous improvement. They cite staying true to its core values as its reason for success spanning over a century. The company

is also committed to sustainable business practices that improve energy efficiency and minimize their impact on the environment. From lighting control and renewable energy to upcycling old billboard materials into consumer goods and biodegradable vinyl, Lamar isn't just creative with board designs, but with sustainability as well.

The company is also committed to serving the community. Each year, Lamar Advertising donates millions of dollars in advertising space to help law enforcement and nonprofit organizations communicate important information to the public like Amber, FBI, FEMA, Crime Stoppers and other emergency alerts. Billboards are even donated to provide creative solutions, like serving as roofing for natural disaster shelters. They also participated in Art Everywhere, a campaign collaboration with five U.S. museums to create "largest outdoor art show ever conceived."

