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Signposter.com launches billboard advertising service for educational establishments

Friday, 19 June 2009

Signposter.com, the newly-launched online service providing easy access to outdoor advertising to small businesses and other organisations with smaller budgets, today announces the launch of a service for schools and colleges to reach potential students as they, and their parents, plan for the next academic year.

Through Signposter.com educational establishments can easily plan and book a bespoke campaign to reach their particular target market, while ensuring that it stays within their budget, as they can book as many or as few sites as they require. A dedicated Signposter.com education account manager will be on hand to give advice on the most appropriate sites available – in terms of format and location – and to help implement the campaign.

For independent schools, Signposter.com can shape a campaign around the habits of parents with young children as they go about their daily routines, for example through posters at Waitrose, in upmarket shopping areas, or at commuter railway stations.

The Signposter.com service enables Sixth Form Colleges to speak directly to students planning their next educational move through strategically-sited posters in areas popular with young people – mainstream shopping centres, or pedestrianised town centres. The flexibility of the service allows organisations to create the best outdoor campaign for their requirements, within their budget.

Commenting on the Signposter.com service, Kuljit Bolina, Marketing Manager for City College Birmingham, said: "The Signposter.com service gave me confidence that I was booking the right sites for our two very different upcoming summer campaigns, within budget. The website tools made it easy to see exactly where our billboards would be, and who I would be reaching with the campaign."

Simon Read, Signposter.com CEO, said: "Sixth Form Colleges and independent schools both need to promote their services, at the same time of year, but to different, particular audiences. This specialist service maximises use of budget by maximising access to outdoor advertising right in the heart of destination centres for their audiences."



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