



**SEE 8 (EIGHT) REASONS TO USE OUR
STREET LAMP POST FOR YOUR ADVERTISEMENT**



Dabira Outdoor Media offers clutter-free, effective and impactful promotion solutions on Street lamp post for various products, services and brands. Our streetlamp post advertising offers a high-impact on potential customers and will boost the sales of the company. [See 8 \(eight\) reasons to use our street lamp post for your advertisement.](#)

1. STRATEGICALLY LOCATED



Strategic location and appealing display are the two important factors that determine the effectiveness of a lamp post to be seen from sides and ensures optimal visibility as well.

Generally, Abuja offers many attractive locations where a brand message can easily get noticed moreover, our agencies deliberately chose more attractive locations to display your advertisement so that your message can easily gets noticed.

Our street lamp posts are mostly located on highways, busiest places of the cities and prime locations which makes it difficult to avoid them.

2. WE USE DURABLE MATERIALS



Abuja is beset with strong winds that often tears street lamp post display materials and many clients' adverts are sometimes disenfranchised for months before they will become aware. Our street lamp posts are made using extremely durable materials to stay safe even during the harshest weather condition.

Moreover, we are based in Abuja, we will be monitoring your adverts every day and sending you monthly pictorial report of your campaigns.

3. TARGET POTENTIAL CUSTOMERS



You can also reach out to particular demographics, ages and income group of people with our Street lamp post. We use it as a direct advertising activities (below-the-line) to focused on some specific targeted groups of consumers for instance, if you are marketing a product which is mostly used by teenagers, the street lamp post near secondary schools, colleges or universities will ensure you to generate awareness in your target area. We are expert in displaying your advertising campaign to focus specific target audience.

4. FREQUENT MESSAGE MARKETING



The repetition of the same advertisement makes people to remember the brand for a long time. The campaigns are usually posted on the street lamps in a sequence. So, commuters see the same ad several times. This remembers your brand for a long time.

5. FLEXIBLE CAMPAIGN



Each banner can have a different design providing a flexible campaign. You can also display different products of your brand.

6. TARGETS A LARGE AUDIENCE COST EFFECTIVELY



Attractive Unique and eye-catching presentation of brand message on lamp Post obtains higher retention rates. Brand message displays for 24 hours. They are directly hanged on the poles with above head height or sometimes on eye level. This allows people (of different target audience) to read the message easily. The street light always illuminates the adverts on it, and makes it more visible especially at night than some other OOH.

7.

REDUCE MARKETING BUDGET



Street Lamp Post is one of the most cost-effective ways of targeting large audiences on busy high streets and roads as compared to other commercial mediums, especially beneficial for firms with limited marketing budget.

We know that the outdoor Advertising industry is very competitive, but we will always give the rate that will give you value for your money. Working with us will give your organization effective marketing communication platform that delivers expected results.

8. IDEAL FOR SHORT AND LONG-TERM CAMPAIGNS



They offer high viewing frequency to your audience. Lampposts are located on almost every street and roads, they offer the most diverse range of locations than any other outdoor media. They're are suitable and flexible for all campaign durations either a short burst campaign or a longer-term objective.

8. OUR STREET LAMP POST SITE IN ABUJA

No./S	STREETS/ROADS IN ABUJA	NUMBERS OF STREET LAMP POSTS	UNIT COST (₦)/Month
1	AHMADU BELLO WAY GARKI FCT ABUJA	25	N80,000
2	AHMADU BELLO WAY GUDU DISTRICT	45	N80,000
3	AHMADU BELLO WAY FEDERAL SECRETARIAT	65	N80,000
4	NNAMDİ AZIKIWE EXPRESSWAY	40	N80,000
5	KUBWA EXPRESSWAY	200	N80,000
6	AGUIYI IRONSI WAY MAITAMA	35	N80,000
7	AMINU KANO WAY YORUBA MOSQUE	30	N80,000
8	GUDU MARKET ROAD	25	N80,000
9	HERBERT MACAULAY WAY ZONE 3,4	40	N80,000
10	ADETOKUNBO ADEMOLA WUSE 2	20	N80,000
11	AMINU KANO WUSE 2	20	N80,000
12	YAKUBU GOWON WAY ASOKORO	20	N80,000
13	Apo legislative quarters through Gudu	100	N80,000
14	Area1 Roundabout through Games Village	100	N80,000
15	AYA / Nyanya axis	100	N80,000
16	Airport Road (Bill Clinton Drive) and inside Airport	200	N100,000

Cost of Printing inclusive, Minimum 3 months and 20 Units

We also have Street Lamp Post in Abuja and the other 19 Northern States





DABIRA

OUTDOOR MEDIA

...creating a captivating brand experience

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