

SUPER BOWL ADVERTISEMENT STILL AVAILABLE



The Super Bowl LXVI will take place on February 5, 2012. Most people know that during the Super Bowl, advertisers and top brands typically buy a commercial spot to advertise for their particular brand or services. During this time, companies are competing with one another to grasp the attention of a wide audience. The television commercials that will be displayed during the Super Bowl, and cost millions of dollars, have actually been sold out for a while now. Many small businesses were out of luck because the cost to advertise during the Super Bowl is simply too much for them to afford. However, the AirSign Aerial Advertising is making a way in which small businesses can still receive the advertising they need during the Super Bowl. AirSign is a company that has been providing banner ads and billboard ad since 1996. Patrick Walsh, the president of AirSign, says, "We are now offering companies an opportunity to fly their message over Indianapolis' events during the week preceding the game as well as on Super Sunday. This is a win-win situation for small businesses because the advertisement will be seen much longer than the average television commercial and the cost for this form of advertising is much more affordable than those million dollar television commercials. Fans who are watching the game will be able to easily see such advertisement, especially because the Lucas Oil Stadium has an open window, leading to the sky. This is a great advertising opportunity for businesses that do not have the money for the commercials but are still in need of advertisement, especially during such a televised game. Aerial advertising is typically an airplane banner that will be printed on a specific type of material and will fly directly behind and airplane. There are also helicopter banners available. These planes and helicopters will move back and forth and all around different popular events and plenty of these people pay attention to the planes which makes this form of advertising quite successful. The message will be delivered and will usually stick in the minds of those who have seen the advertisement. AirSign is also offering to advertise for a company and its name or logo on the side of a blimp. Blimps can float over top of the stadium and are yet another great way to spread the word about a specific company or business. Not to mention, the blimp is silent and will remain over top of the stadium for an extended period of time, making sure to make an impression upon those who are watching. While the television advertisements may have be gone a long time ago, AirSign slots are still available to those who need it. Small business can take advantage of such an opportunity and still manage to get the word out about their business during such a popular event.

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