Celebrate Rotary through the District 7390 Digital Billboard Campaign

In the coming year, District 7390 in collaboration with Lamar Advertising, will assist clubs in expanding their reach with the support of electronic 12x24 billboards. Club Presidents are urged to deploy these billboards for **a nominal charge of $100 per billboard for a two-week period** invoiced by the District office to offset production. Please note that we hope to be able to secure one billboard maximum per Club for each initiative appreciating that it is possible an available billboard cannot be secured. Once your Club approves the art and location of the billboard, you will receive an invoice for $100 payable to the District office. Examples of ways to use the digital billboard are noted below!

Membership Development

Energize your members to invite a friend to join your Club. Push this important topic at your meetings noting that new members added to your roster between July 1 and December 31will be featured in a group photo on a billboard close to your meeting venue. Your Club will send the photo to Lamar and they will provide the artwork based on the template shown here for consistency across the District.





Polio Plus Support We are "this close" to eradicating Polio---let's encourage our members to join the Polio Plus Society by awarding them the lapel pin and explaining that a group of these supporters will be photographed and featured on a billboard close to your meeting venue during World Polio month in October.

Two notes here: first, we love the "We are this Close" gesture and encourage you to capture your members with that pose. Send your photo to Lamar and they will provide the artwork based on the template shown here for consistency across the District.

Club Projects: Our District is fortunate to have great Clubs doing impactful projects. Celebrate your clubs fundraisers and service activities on a billboard. This is your chance to tell everyone about an upcoming Club event or, just as importantly, to perhaps celebrate the success of an event on a local billboard. Dated events provide the biggest challenge for Lamar to support as inventory may be limited for the specific dates that work best to tell everyone about your event. The best strategy is to send your event details to Lamar at least two months prior so that artwork can be created and approved and options for timing and location can be maximized. We are limited to one billboard per Club but if you have more than one event that makes for great PR, work with Lamar to determine if the timing of one event may be easier to support as flexibility is important.









Let's go big --- in telling everyone about Rotary and your Club efforts to grow membership, support the eradication of Polio, and provide impactful service in your communities. As you look to take advantage of this unique opportunity, please plan to coordinate directly with Tim Joyce via email at tjoyce@lamar.com with details on the image and content to be shown so that Lamar can provide you with a billboard proof for approval as well as details regarding location and timing of posting.