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May 1, 2015

In 2007, Horizon Services explored aerial advertising as a good medium to support our marketing initiatives. After contacting several aerial advertising companies we decided to partner with High Exposure. We identified High Exposure as having a strong sense of community and a leader in their industry. High Exposure was the only local company with the right equipment to handle our giant banner billboards, which was key in building our brand. Additionally, their GPS tracking allowed us to strategically guide our campaigns with guaranteed proof of performance. Aerial advertising has enabled us to achieve the following:

- Create a large advertising impact with a giant orange billboard
- Deliver impressions to a mass amount of targeted consumers while outdoors
- Cost effective medium to advertise
- Ability to display ad only when weather was favorable
- Target areas where “ideal” client could be found & exclude areas that would provide a small return
- Target community events that Horizon Services sponsors
- Provide a presence at events where advertising space was sold out or too expensive
- Provide a presence where other forms of media were unavailable

Once we launched our aerial campaign we noticed immediate results. We generated phone activity for the company, and my cell rang off the hook from friends and family commenting on the orange Horizon plane banner. Based on the activity generated around the plane banner, it gave me the confidence that thousands of people were seeing it as well. We employ various forms of media but there is something to be said about aerial advertising. People will often say, “Aren’t you the guy with the orange banner flying around the sky?”. Horizon’s success and our advertising choice continues to drive our growth.

Over the 7 years that we have partnered with High Exposure, the president- David Dempsey and his team have been able to meet Horizon’s expectations on maximizing our advertising exposure. Their attention to detail makes it a successful partnership. We receive text messages when our banner takes off and when it drops; we are informed if a flight is canceled due to weather; and GPS monitoring shows the pilot’s route and provide analytics to ensure delivery. David understands our objectives and is proactive to weather conditions and flight rescheduling. Horizon’s growth has allowed expansive aerial coverage in 10 counties in 3 states, utilizing 3 billboards per weekend. High Exposure helps us stand out from our competition and supports our continued growth.

Best Regards,

Mark Aitken
Senior Vice President & Co-owner
Horizon Services



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