



## **Fast Growing Out-of-Home Advertising: 41 States and Counting**

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Lake Elsinore, CA, July 21, 2007 --(PR.com)-- 1-800 Great Ad, an Out-of-Home Advertising company that was founded by Bret Mileski in 2001, has had substantial growth throughout the country by going state-to-state introducing “Local Awareness for National Brands”. Their goal is simply to drive additional traffic to clients' retail stores.

Today, over 41 states have been affected by 1-800-Great Ad's unusual approach. Uniquely, all the advertising products and services are produced by their “IOS” team. “IOS” stands for the Innovative Outdoor Solutions created through a strategic process.

One of the concepts that the company is making popular is drive-by advertising, which utilizes a combination of processes like digital printing and large format poster painting, along with on-site installation services to achieve their super-size graphic images. They manufacture giant inflatables, signs, mobile billboards, parking lot decorations, and wallscapes - even three-wheeled media bikes for special events. In addition to production and design, Great Ad offers a full-service “bundle” of client benefits; warehousing, installation, cleaning, repairs, shipping, logistics, and liaison services for dealings with municipalities and property managers.

According to Mileski, the key to their rapid growth has been bundling these services and presenting them to corporate buyers in a “menu style” with a standard price per event. All costs of production and fulfillment are borne by 1-800-Great Ad, and are built-in to the client's event fee. The advantages to customers are simplicity and improved ability to plan and budget on a regional or national basis, without having the headaches and variables associated with managing a multitude of vendors. Great Ad is 100% accountable for all aspects, and judging by the response of their target market, the strategy is working. Jeff Johnson, Store Manager of Play-N-Trade said, “The very day the Great Ad promo started, the Layton Store went from worst to first in my five store region.”

Many companies justify thousands of dollars in expense to create awareness, and that's great if the advertising is effective-- but tragic, if it doesn't pull. In business people say, “It's not what you know, it's who you know”. At 1-800 Great Ad, people say, “It's not who you know, It's Who Knows You!”

For inquiries, please contact Aaron Thompson or visit their website at [www.1800greatad.com](http://www.1800greatad.com)

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