

# FRONT

Regarding Out-of-Home Advertising



*Big, Lean, Effective...*

# BACK

## Pick your dog...

Honest, this is to scale! The bleed is zero. Each marker is one mile. This baseline is five-miles.



Each character of a sky billboard is 1,250 feet tall. That's the height of the Empire State Building! A typical 20-character sky billboard is five miles long. The island of Manhattan is 13.4 miles long.

The entire blimp is about 50 feet longer than one Skytyper vapor puff! To create a blimp board the size of Skytypers' example here, you would need 110 blimps, and yet you still couldn't read the message at two, six even 15 miles away!



59.9 feet tall

The standard blimp is 190 feet long, but that is not how long your brand's message is. The vertical area for the message is just under 60 feet tall.



Towed Banner  
150 feet, 10 feet tall



*My pilot jumped!  
Where's a plane when I need one?*