

DIGITAL BILLBOARD FAQ

What does “Daily View” mean?

Daily View refers to the amount of times your 8-second ad is played. Ads will be viewed 360 to 2,520 times per day, depending on the advertising package selected.

How often can I change ads?

As often as requested.

How soon will new ads begin playing?

If You send ASAP Energy, Inc. Your ad designs between 8:00am – 5:00pm Monday thru Friday the new ads will begin playing immediately. If You request ASAP create the ad designs, please allow up to 5 business days for the ads to go live.

Will ads get to be approved before they go live?

Yes. No ad will go live without being approved by You.

How much information can be put onto a digital billboard ad?

Less is more when it comes to digital billboard design. The design has 8-seconds to capture potential clients. Ad designs with a precise message are typically more effective. Using bold, basic fonts and clean backgrounds will also help with effective advertising. You also have the option for “Day and “Night” versions of Your ad design. Darker backgrounds during the day and lighter backgrounds during the night utilizes ASAP Energy, Inc.’s digital billboards to their fullest advantage.

What contract timeframes are available?

You can request contracts ranging from one month to two years.

How will individual I be billed?

You will be emailed a monthly bill via to be paid in full.