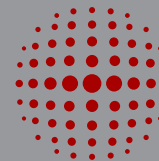


# Visibility



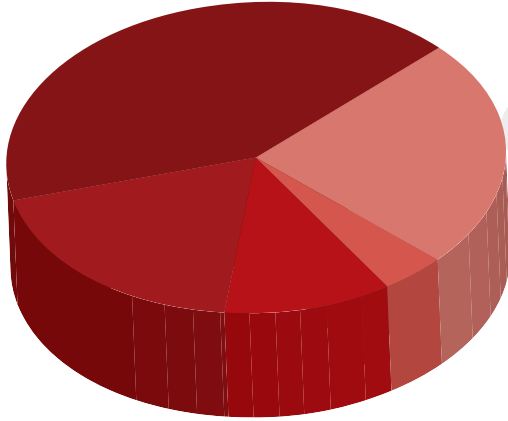
**conisa**  
INTERNATIONAL  
BILLBOARDS



## Visibility Guaranteed

CONISA International Billboards owns and operates outdoor advertising space at the busiest border in the world. The Mexico/San Diego port of entry through the San Ysidro entrance has more than 50 million border crossings annually, translating into more than 130,000 people viewing CONISA's billboards on a daily basis.\*

Unlike traditional outdoor advertising where clients gamble on the possibility of traffic delays, CONISA's billboards can all but guarantee that a client's message will be seen. Shoppers, tourists and commuters will spend an average of 45 minutes waiting to cross from Mexico into San Diego in one of 24 available lanes with approximately 300 cars in front of them.



- 42% Shopping
- 19% All Other Purposes
- 11% Social Visits
- 4% Tourism
- 24% Work

## It's all about shopping - get your piece of the pie

The primary purpose stated for crossing the border from Mexico to visit San Diego is shopping.

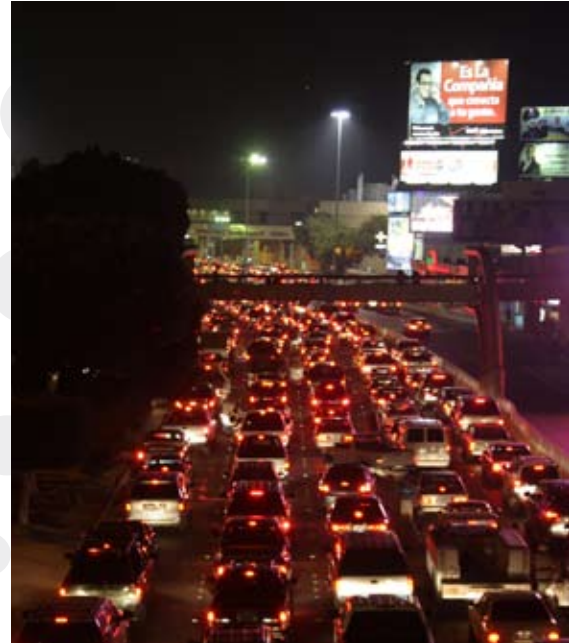


## Reach a diverse audience

From the Hispanic community to all other American ethnic backgrounds, you have the unlimited opportunity to tailor a message to reach people from all walks of life. Did you know that each month more than 2.6 million U.S. residents visit Mexico through the San Ysidro port of entry? In other words, more than 41% of individuals crossing this border are American citizens.

If targeting the Hispanic market is your desired audience, then advertising with CONISA is again the right choice. More than 3.4 million Mexican residents visit the U.S. through this border entry each month and that accounts for a little more than 56% of all crossings..





## You can't turn it off!

Every day of the year and every hour of the day, the hustle and bustle of the San Ysidro border never ends. The typical weekday at the San Ysidro Border starts with workers making their way to their jobs in San Diego. Throughout the day, people cross the border for other reasons — shopping, school, and errands just to name a few. As the day comes to a close, both cities attract large numbers of border crossers because of their well-known social and leisure activities.

On Saturday and Sunday in the early hours, crossers are likely to be returning to San Diego from dates and parties. As the day wears on, entire families coming to the amusement parks or to shop are prominent among those waiting to cross. At dusk on the weekend, the border lines are dominated by Americans who have visited Mexico for recreational activities. New York might be the city that never sleeps, but the San Ysidro border crossing can never be turned off.

## Easy on the wallet

If you remember nothing else, remember this: outdoor advertising on average costs three times less than radio and magazines, seven times less than newspaper and nine times less than network television. It literally reaches more people more often with fewer dollars than any other form of media. Outdoor advertising captures an audience that television, newspaper and radio are all working to build. Consumers spend more time out of the house than watching television, reading the paper or listening to the radio. The one advisement that they are guaranteed to see is outdoor advertising. With CONISA your advertisement will get the most “bang for your buck.” There are very few places in the world that can assure a daily captive audience of 130,000 that will, on average, wait in their cars for 45 minutes or more.



Sizes include:

30' high x 48' wide

12' high x 48' wide

16' high x 20' wide

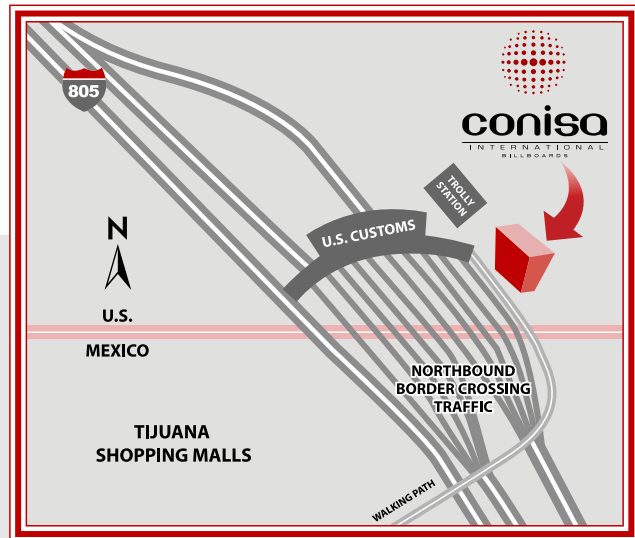
8' high x 20' wide



For Billboard pricing and availability please contact:

**CONISA USA**  
**Pietro La Greca, Sr**  
Chief Operations Officer

Phone: 858-692-1610  
Email: pietropicho@aol.com





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Linea International No.1  
Tijuana, B.C.N., Mexico

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[www.conisabilboards.com](http://www.conisabilboards.com)