

# TESTIMONIAL Rocky Mountain Bridal Show



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“OUTFRONT Media understands our business and targeted demographics and consistently places our message in areas certain to reach our audience.”

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*“We are targeting engaged women 22-35 in the greater Denver area for three annual wedding expos. We prefer posters because we get a greater quantity for our allocated budget. They are efficient and effective in targeting many city areas for our purpose.*”

*We rely heavily on the expertise of the OUTFRONT team to select posters in areas that will reach our targeted demographic.”*

*Barbie Howard, Owner*

Audience: General 21+

Media Mix: Posters

Market: Denver

Objective: The goal of our campaigns is to increase attendance at our three annual public consumer shows in the wedding industry.