

# ENGAGE YOUR AUDIENCE THROUGH BILLBOARDS

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A SHOWCASE  
OF OUR AVAILABLE SITES

[www.steelart.ph](http://www.steelart.ph)

# Why Invest in Billboards?

01

Billboards can't be blocked, turned-off nor skipped vs other advertising formats

02

Billboard ads are up 24/7 and reach more audiences in less time

03

Billboards are strategically located in key areas like commercial districts, academes and highly trafficked intersections

04

Billboards affect consumers' last-minute purchase decision while in transit

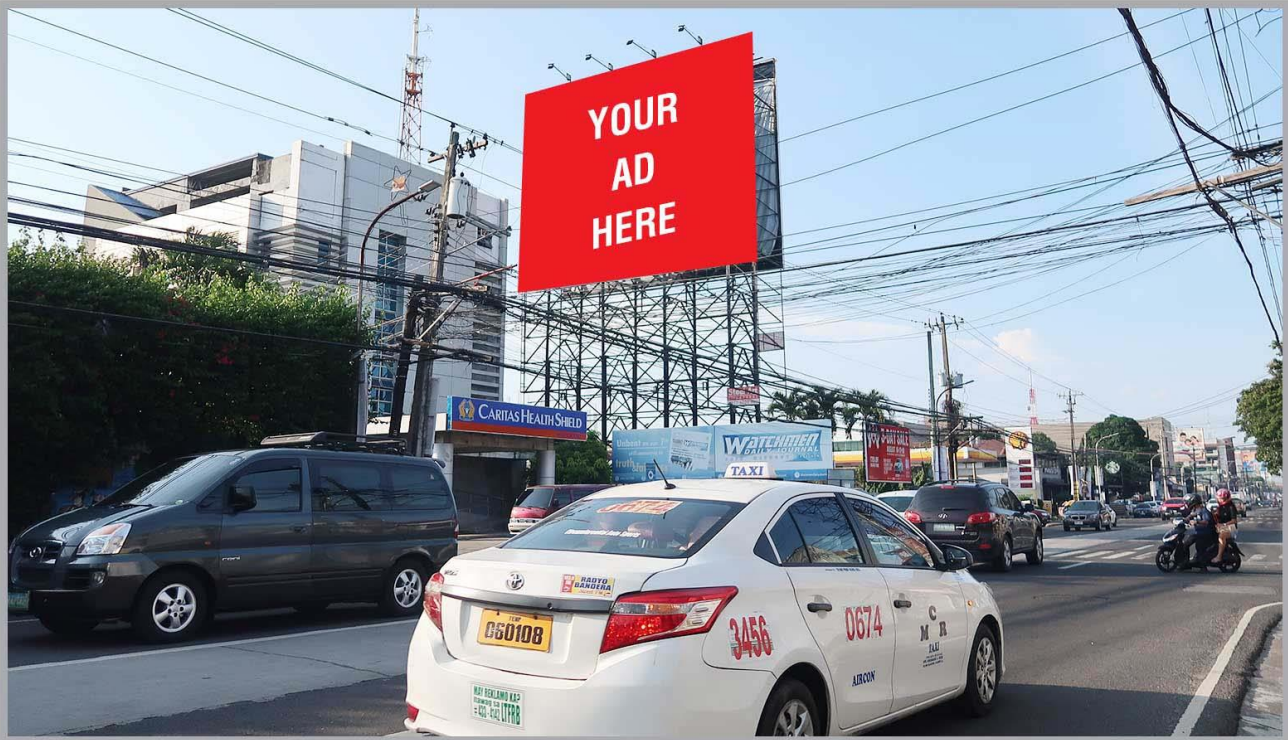


Available Sites in  
**Bacolod**

**AVAILABLE NOW**

**Steel Art**  
BILLBOARDS

**LACSON CORNER 17TH STREET**  
**BACOLOD CITY**



**BILLBOARD DIMENSION**

40 Feet x 50 Feet

**VISIBLE DISTANCE**

500 Meters +

**GOING TO**

Starbucks, Sky Cable, ABS-CBN, Chowking, Art District, STI College, Mang Inasal, Robinsons Place, North Terminal, Ayala Mall, Bacolod-Silay International Airport, Northern Towns & Cities

**VISIBLE TO VEHICLES FROM**

L'Fisher Hotel, Provincial Capitol Lagoon, Downtown Area, SM City, Bredco Port, Gaisano Main, Central Market, Negros First Cyber Centre, Gaisano City, Southern Towns & Cities

**TRAFFIC SPEED**

Slow Moving

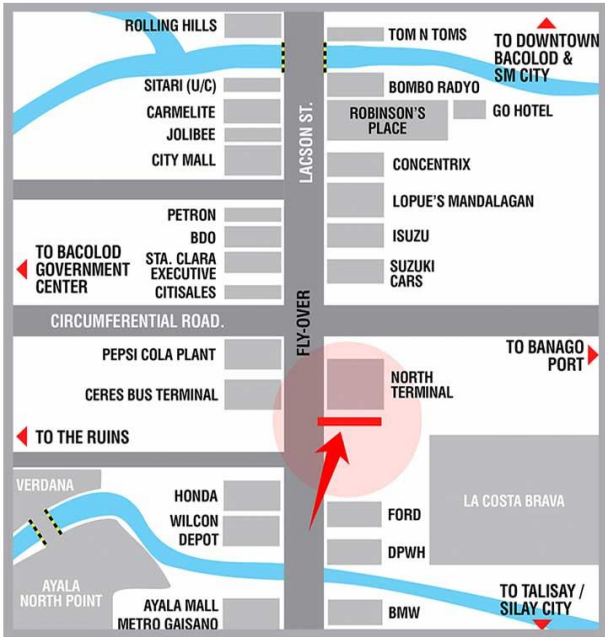
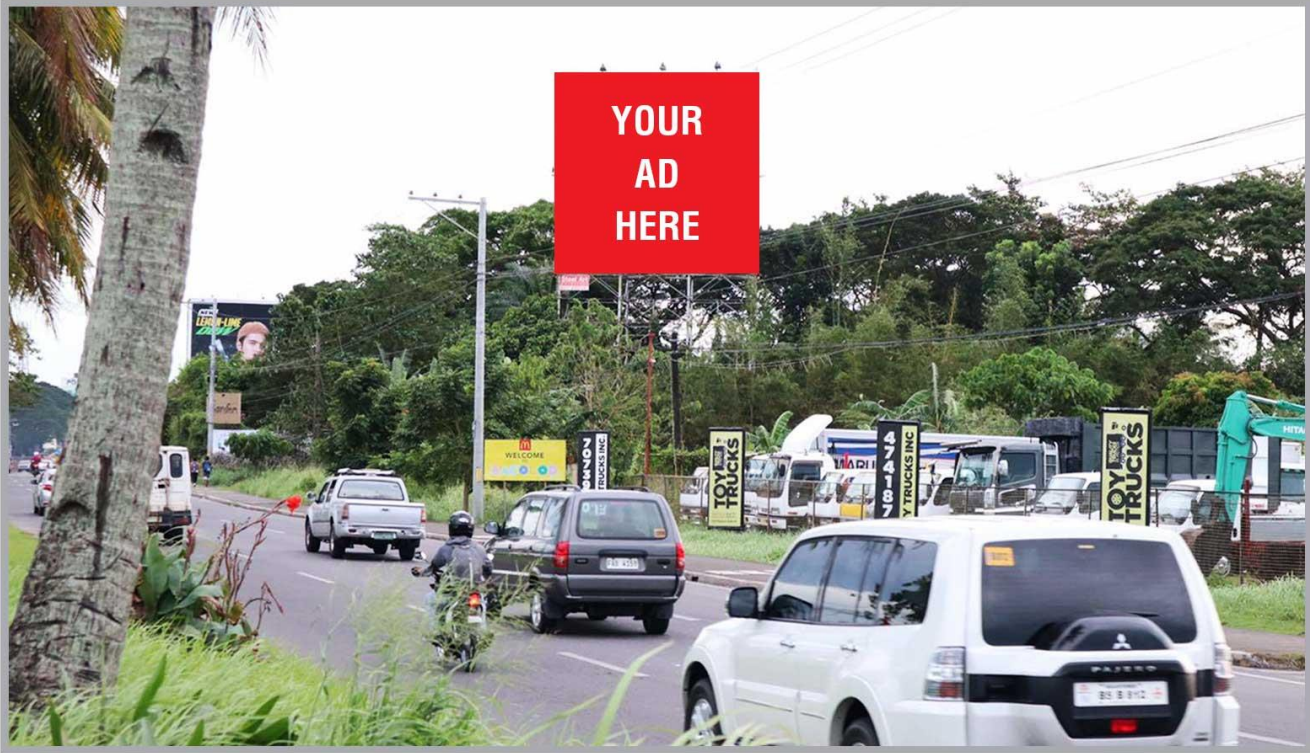
**ESTIMATED DAILY TRAFFIC**

44,640 Vehicles

**AVAILABLE NOW**

**Steel Art**  
BILLBOARDS

**LACSON STREET (NATIONAL HIGHWAY)**  
**BACOLOD CITY**



**BILLBOARD DIMENSION**

40 Feet (H) x 40 Feet (W)

**VISIBLE DISTANCE**

400 Meters +

**GOING TO**

North Terminal, CityMall, Concentrix, Robinsons Place, GO Hotel, STI College, Seda Hotel, Ayala Capitol Central, Provincial Capitol and Lagoon, Corazon Regional Hospital, SM City, BREDCO Port

**VISIBLE TO VEHICLES FROM**

The Ruins, The District Mall Ayala North Point, Gaisano Metro, Natures Village Resort, Bacolod-Silay International Airport, Northern Towns & Cities

**TRAFFIC SPEED**

Moderate

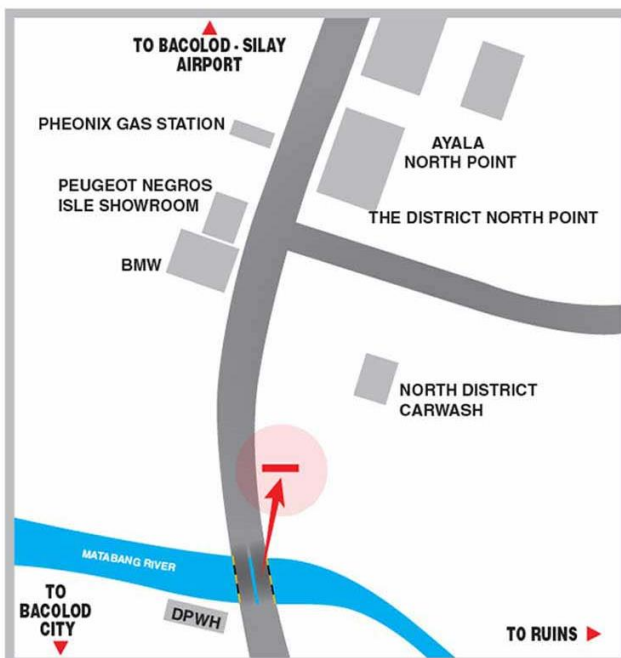
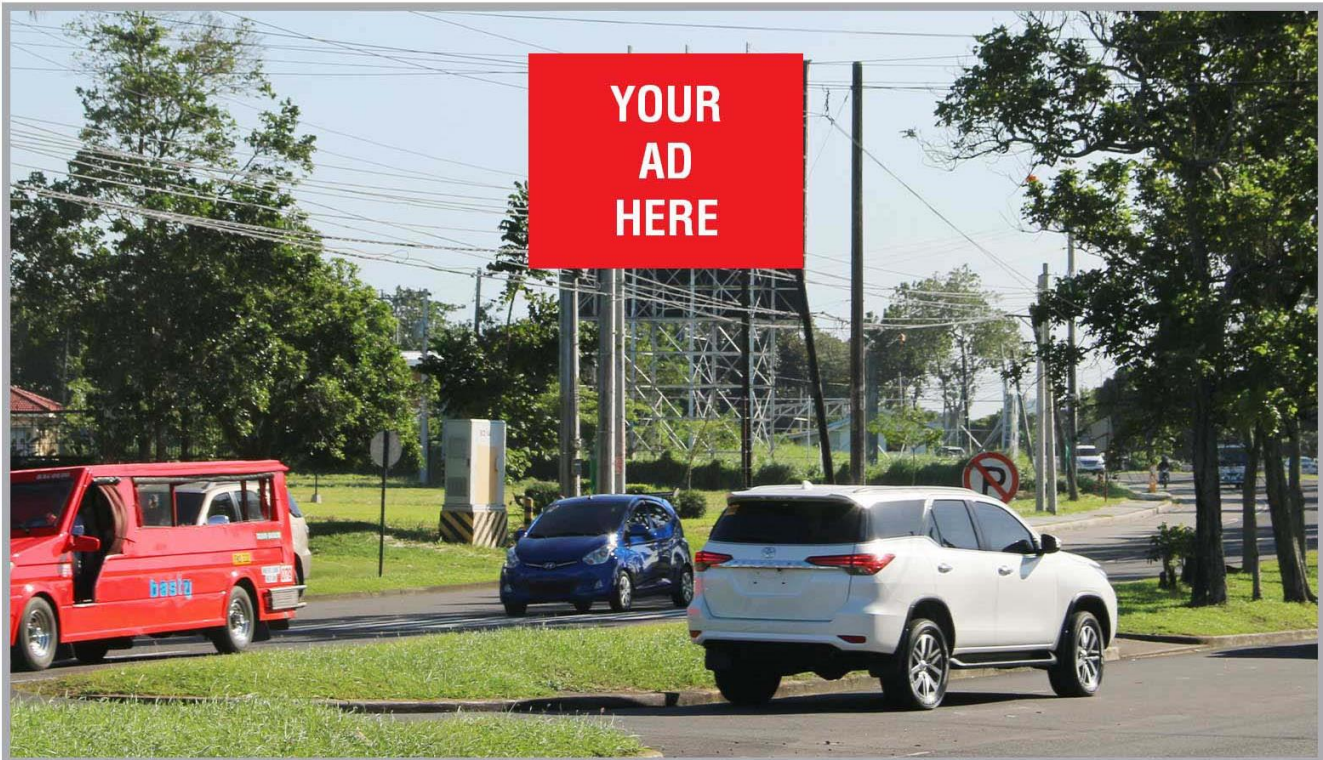
**ESTIMATED DAILY TRAFFIC**

40,864 Vehicles

**AVAILABLE NOW**

**Steel Art**  
BILLBOARDS

**NATIONAL HIGHWAY**  
**TALISAY CITY**



**BILLBOARD DIMENSION**

30 Feet x 40 Feet

**VISIBLE DISTANCE**

200 Meters +

**GOING TO**

Ceres North Bound Terminal, Pepsi, Lopues Mandalagan City Mall, Convergys, Robinsons Place, O Hotel ABS- CBN, Sky Cable, Provincial Capitol Lagoon, SM Bacolod, 888 China Town

**VISIBLE TO VEHICLES FROM**

Ayala Mall, Metro Gaisano, Bacolod-Silay International Airport, Northern Towns & Cities

**TRAFFIC SPEED**

Slow Moving

**ESTIMATED DAILY TRAFFIC**

42,048 Vehicles

**AVAILABLE NOW**

**Steel Art**  
BILLBOARDS

MCKINLEY ROAD (BACOLOD-SILAY INT'L AIRPORT)  
**SILAY CITY**



**BILLBOARD DIMENSION**

20 Feet (H) X 80 Feet (W)

**VISIBLE DISTANCE**

300 Meters +

**GOING TO**

Bacolod-Silay International Airport, Patag and Lantawan Cafes & Mountain Resorts

**VISIBLE TO VEHICLES FROM**

Bacolod City, SM City, Ayala Capitol Central, Robinsons Place, BREDCO Port, The Ruins, New Government Center, Upper East, Lopue's East Center, Southern Towns & Cities

**TRAFFIC SPEED**

Moderate

**ESTIMATED DAILY TRAFFIC**

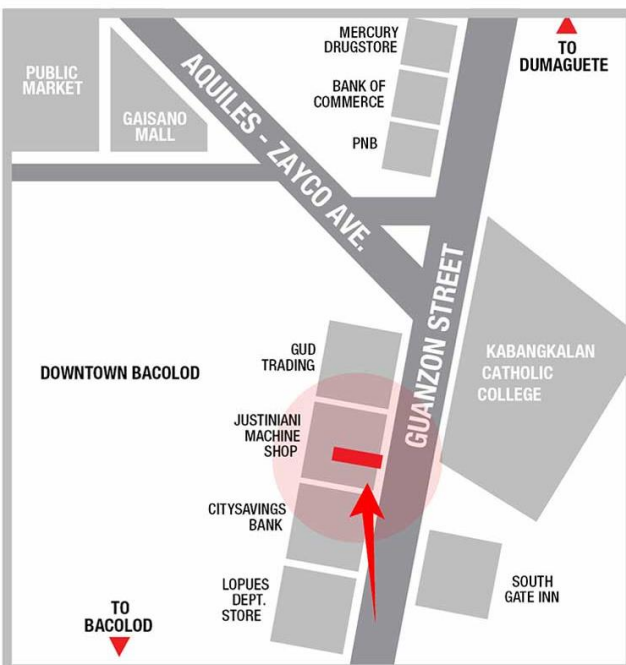
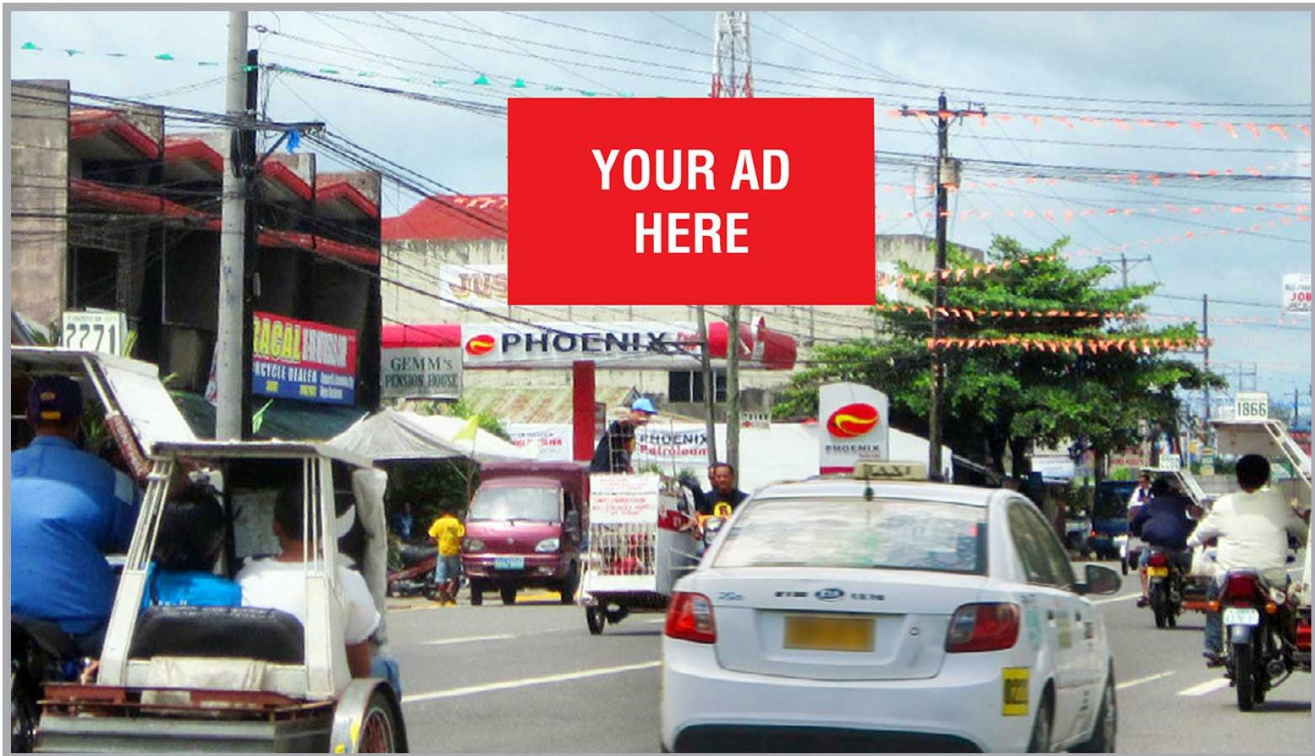
3,072 Vehicles

**AVAILABLE NOW**

**Steel Art**  
BILLBOARDS

**GUANZON STREET**

**KABANKALAN CITY**



**BILLBOARD DIMENSION**

20 Feet x 40 Feet

**VISIBLE DISTANCE**

200 Meters +

**GOING TO**

Gaisano Mall Kabankalan, Public Market, City Proper, Dumaguete City, Negros Oriental

**VISIBLE TO VEHICLES FROM**

Bacolod City, Northern Towns & Cities

**TRAFFIC SPEED**

Slow Moving

**ESTIMATED DAILY TRAFFIC**

20,248 Vehicles

# Talk to our OOH Specialists Today

Browse our billboard inventory at [www.steelart.ph](http://www.steelart.ph)

NICO 09175800266

