Classified Section MAIL TO: The Shoreline Journal, P.O. Box 41, Bass River, Nova Scotia, BOM 1BO. or EMAIL TO: maurice@theshorelinejournal.com

MARKERS/HEADSTONES

There are still a few monuments available at 50% OFF. If your family needs or is thinking about a headstone, grave marker, related items, contact your local Nelson Monuments agents, Dorothy and Maurice Rees. For information or to set up an appointment for us to come see you contact us at: 902-890-9850 (Maurice) or 902-897-5630 (Dorothy), or email: maurice@theshorelinejournal.com. Put Nelson Monuments in the subject line.

LOST



My best friend and family member "Spazz", disappeared Monday morning, May 10. Spazz is a neutered male, totally 1/2 Siamese with very yellow eyes and a kink on end of his very long tail. He may have chased a feral cat and lost his way or gotten into someone's car in my driveway. I am hoping (against hope) that a fox, coyote or eagle didn't outsmart him, even though he was very savvy and a great hunter. However, I have searched to no avail and miss him dreadfully. Anita MacLellan, 647-2312

COMING EVENTS:

July 10 & 11: 75 km Glooscap Trail Yard Sale from Onslow to Parrsboro and Debert area. Individuals and families are encouraged to start preparing. Community Groups are requested to plan to operate fund raising activities (refreshments and snacks) in addition to conducting a yard

non-prorated warranty.

COMING EVENTS

TOMMY CASH: Tribute to my brother JOHNNY with special guest FRASER NEW-COMBE: June 13 7:00 p.m. Capitol Theatre 811 Main St. MONCTON NB. Tickets: 1-800-567-1922.

WANTED

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What have you done about **Mobile Billboards?**

By Ian Black

Welcome back to Our Little Sign Shops Column.

Last Month's column was dedicated to Rolling Mobile billboards. So what have you done about that? Is your vehicle still running around incognito? Are you hiding your assets? Are you losing Customers, simply from not telling them your there, or not telling them what you do!

Ok, now let's look at Billboards. I fully understand that not each and every business can have a billboard, but let's take a look at them. They are in our life each and every day. So, what's the good and the bad of them.

Placement: Why someone would consider placing a billboard in the middle of a field is really beyond me. A Billboard is only worth its placement, if it's near a high traffic area. But it needs to be close enough for the message to be absorbed!

Content or Message: Some design companies simply don't understand the difference between a Billboard and a Leaflet. They simply consider that, as a Billboard is bigger than a leaflet you can add more onto it. This is not the case.

A leaflet is to be held at arms length and can be read at your leisure. Take as long as vou need to read it, re-read it until you understand it. Now a Billboard although much bigger you have a much shorter window of opportunity to read it! This may seem totally obvious to both you and me. unfortunately looking at Billboards around our beautiful province shows me that it's not obvious to everyone. I have seen Billboards that seem to have the entire company's product list upon it. This is not good.

The message should be short, clear, concise and easily understandable. It should have ideally around 7 words, maximum of 11 words. That's it.! No more. Obviously an eye catching image helps. Now imagine the Phrase "Closer to

paradise" combined with a fantastic image of an accommodation provider, then the contact information of that provider. The message is short sweet and creates an air about it. Or even "perfect for the weary traveler" See you can convey your message easily and in few words. These could also make great Tag lines.

The message should also be easily read where people are expected to read it. Now this sounds like an obvious thing, but most see it as image on a screen and they can easily read it there. We are back to the Billboard and leaflet sage again. The designers need to know the readability of the billboard, the distance the billboard is likely to be read. It's of no use to you to have a billboard that looks fantastic at 20ft away when the nearest anyone is going to get to it is 500ft doing 80Kmh.

What's the worst you can do with a billboard? İt's similar to your normal sized signs, leaving them to deteriorate. Imagine a customer is passing and sees the billboard in a terrible state, through all the peeling paint and missing sections all they can see is part of your logo. This potential customer now associates this eyesore with your business. I'm sure that's not what you want.

Billboards are not all doom and gloom. If you have a billboard and its looking past its best consider updating it. It will be worth it. It's like breathing a breath of fresh air into your advertising. It's best to find a full service shop, which can both design and install the Billboard for you. You need a company that understands the difference between a Billboard and a

Until next month. Have fun Checking out those Billboards

Ian Black Owns "Our Little Sign Shop" and can be contacted at shoreline@ourlittlesignshop.com or 902 254 2729

Deadline for the July issue of Shoreline is June 22

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