



Aquila Volume 4-5

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 78 pages. Original publisher: Washington : U. S. G. P. O. : For sale by the Supt. of Docs. , U. S. G. P. O. , 2003. OCLC Number: (OCoLC)55481427 Subject: Advertising, Outdoor -- Law and legislation -- United States. Excerpt: . . . 11 As an industry comprised predominantly of family owned smaller businesses catering to highway travelers and tourists, our members constantly seek cost effective ways to reach that difficult moving target audience. A great deal of the industry has been built on the broad shoulders of large and small billboards along the highways with attractive graphics catching the attention of the traveler and ingenious copywriters using an absolute minimum of letters to craft enough of a message to capture the mind of the viewer whiz-zing by at 55 miles an hour or faster. Let me also emphasize that our comments today are endorsed by the National Travel, Tourism and Recreation Coalition for Surface Transportation. This coalition is comprised of national tourism and recreation organizations that support enactment of strong and adequately funded reauthorization legislation that reflects the interests and needs of the tourism and recreation...



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