



FUTURAD

EL SONIDO  
FAVORITO  
DE TODOS

FUTURAD

Espacio para todo.

IKEA

Muebles y decoración

# OUTDOOR BILLBOARDS

[WWW.FUTURAD.COM](http://WWW.FUTURAD.COM)



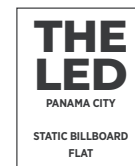
# LET YOUR BRAND DO THE TALKING

Futurad are proud owners of the largest digital billboards in Latin America and the Caribbean. We can offer big brands the boldest most strategic iconic locations for outdoor advertising in both Panama and Dominican Republic. Our portfolio of outdoor billboards also includes a collection of strategic locations throughout Panama City.



## DIGITAL BILLBOARDS

Outdoor digital billboard advertising offers impactful factors like visibility, dynamic content, targeting capabilities, real-time updates, brand awareness, creative flexibility, measurement, cost-effectiveness, sustainability, and integration. Digital billboards are effective in reaching broad audiences and delivering memorable messages, making it a powerful medium for advertising to penetrate a visually noisy marketplace.



## STATIC BILLBOARDS

Outdoor static billboard advertising relies on strategic location, compelling design, large scale, brand consistency, cost-effectiveness, longevity, local relevance, minimal distractions, non-intrusiveness, and consistent messaging to effectively reach and engage audiences, boosting brand awareness and influencing consumer behavior.



Panama City  
Digital Billboard



Santo Domingo  
Digital Billboard



Panama City  
Static Billboard



Santo Domingo  
Static Billboard



# NEW 3D POSSIBILITIES



# CURVED CORNER

The first billboard with a curve to display 3D effects in Santo Domingo, Dominican Republic. 3D effects, also called anamorphic effects, on billboards create illusions of depth and realism from specific angles, using forced perspective to engage viewers.



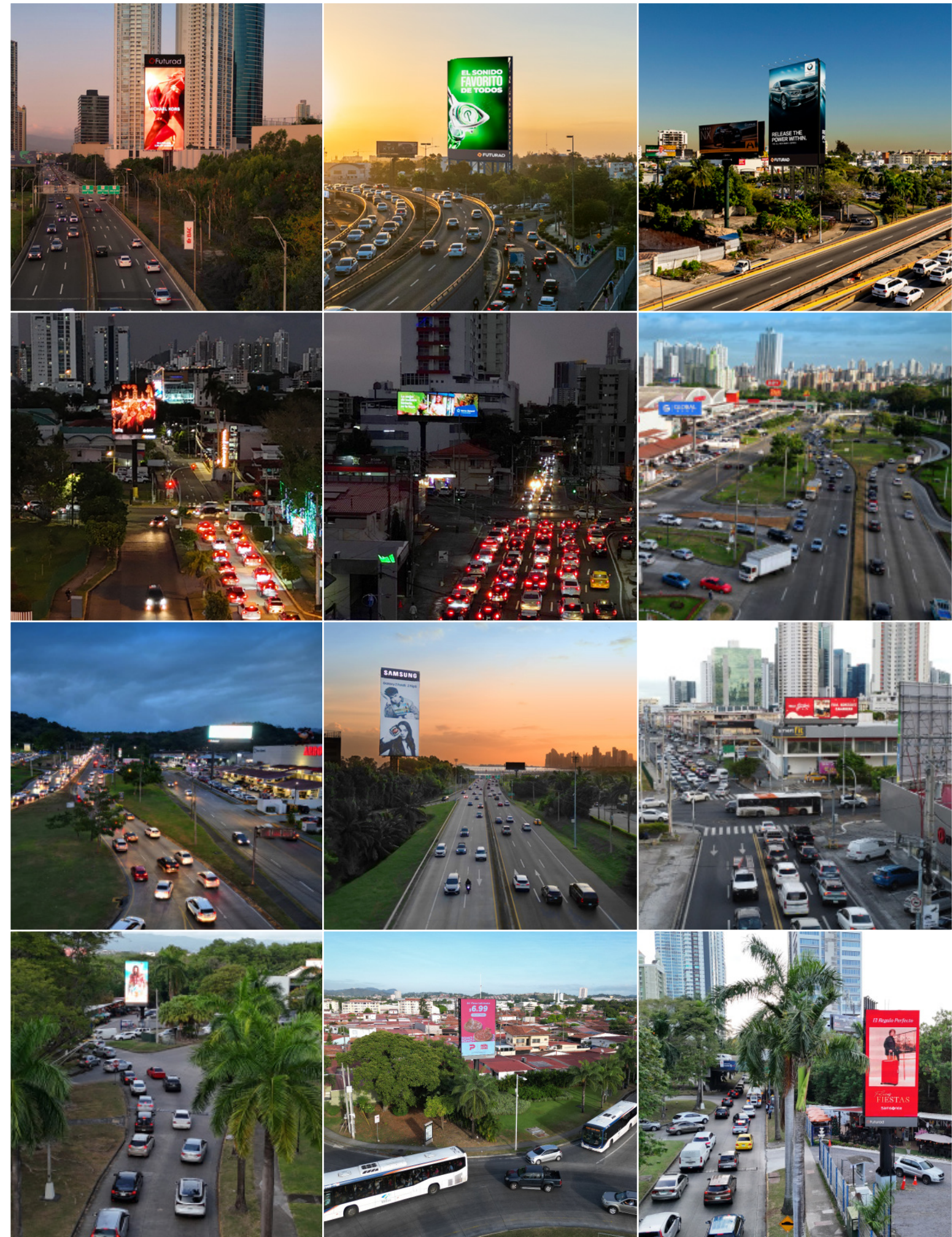
## 3D EFFECTS



3D anamorphic effects on billboards involve creating illusions of three-dimensional objects or scenes when viewed from a specific angle. Artists design the artwork with distorted proportions so that when viewed from a particular vantage point, usually one designated by markers on the ground, the image appears in its correct proportions. This technique utilizes forced perspective. When observed from other angles, the image appears distorted. These effects are often used in advertising campaigns to attract attention and create memorable experiences for viewers.



# OUTDOOR BILLBOARDS



City, Country	billboard type	neighborhood / location name	audience	traffic
<b>Panama City</b> Republic of Panama	Digital	The LED - Costa del Este (Lado A)	—	450.000
		Santa María (Rotonda Chanis)	—	820.000
		Vía España (Cruce con Vía Porras)	—	750.000
		Calle 50 (Arrocha)	—	1.800.000
		12 de Octubre (Arrocha)	—	345.000
		Vía Israel	—	459.000
		Santa María Business District	—	800.000
		Costa del Este Cara A	—	800.000
		Costa del Este Cara B	—	800.000
		Centennial Plaza (Arrocha)	—	1.800.000
		Blvr. Punta Pacífica	—	—
		Vía Brasil (Galerías Obarrio)	—	345.000
		Brisas del Golf (Signature Plaza)	—	750.000
		La Chorrera	—	—
Riba Smith (Costa del Este)	—	—		
<b>Santiago</b> Republic of Panama		Santiago	—	—
<b>Santo Domingo</b> Dominican Republic	Digital	The LED - Dominicana	3.100.000	6.700.000
<b>Panama City</b> Republic of Panama	Static	The LED - Costa del Este (Lado B)	—	450.000
		Obarrio (Calle 53, al lado de Novey)	—	800.000
		Paitilla Office Tower	—	3.500.000
		Panamá Pacífico	—	2.500.000
		Transistmica	—	—
		Santa María Business District	—	3.500.000
		Marbella	—	400.000
<b>Santo Domingo</b> Dominican Republic	Static	The LED - Dominicana (Lado B)	3.100.000	6.700.000



## ABOUT US

# TALLEST. BOLDEST. LARGEST.

At Futurad, our mission is to seize attention, spark recognition, and foster immediate impact for major brands. We proudly own the largest digital outdoor billboard in Latin America and the Caribbean and, solidifying our position as the premier provider of customized advertising solutions. With a network encompassing 20 billboards in two countries, we reach a staggering 70 million customers daily, generating 2.1 billion monthly impressions and over 25.2 billion impressions annually.

Our comprehensive content management and distribution services extend across outdoor and indoor screens, catering to public spaces, and into retail and corporate environments. Futurad has been offering solutions in both Indoor and Outdoor DOOH for more than 15 years, and is a leader in outdoor and indoor digital screen advertising, content distribution and content creation. Futurad's trajectory is one of dynamic growth as we aim to expand our footprint throughout the Latin American region.

PROVEN  
MARKET LEADING  
SCREEN FORMAT

**THE LED**

MONTHLY  
VIEWERSHIP  
POOL

**122M**

YEARLY  
VIEWERSHIP  
POOL

**1.467B**

DOOH LOCATION  
ADVERTISING  
SURFACES FOR

**BIG  
BRANDS**

REGIONAL  
EXPANSION  
PLAN INTO

**7 CITIES**



## FUTURAD

### Sales

Email: [ventas@futurad.tv](mailto:ventas@futurad.tv)  
Cellphone: **+507 6324-0068** (WhatsApp)  
Phone: **+507 300-0488**

### Offices

Futurad  
Ciudad del Saber, Edif. 231  
Panama City, Rep. of Panama  
Weekdays 9am - 5pm (timezone: GMT-5)

### Specialties

The largest iconic digital and static outdoor billboards in Latin America and the Caribbean, as well as digital signage for in-store retail and in-office corporate needs.