

Are Your OOH Ad Campaigns Helping the Planet?

LED billboards and digital signage continue to sweep the OOH industry. Bright, vivid images and videos are eye-catching and drive action for brands. But at what cost to the planet? Let's take a closer look.

One double-sided digital bus stop can consume 17,000 kWh of electricity a year. An LED digital billboard: 41,000 kWh. These two signs alone release nearly 22 tons of CO₂ into the atmosphere annually.



Digital billboard



22 tons of CO₂ produced*

*These numbers are based on grid averages.

Take the 5% Challenge

Join the advertisers who are dedicating 5% of their OOH budgets to sustainable, carbon-neutral platforms. These advertisers reduce their CO₂ emissions by up to one ton per four-week campaign. That's a lot of CO₂—it takes a one acre forest a full year to convert one ton of CO₂ into oxygen.

Soofa Signs are the only 100% solar-powered and sustainable OOH platform with ZERO carbon emissions. That means your OOH campaigns show up in some of the most highly-trafficked and walkable neighborhoods in cities across the country while helping the planet.



100% solar-powered



Zero carbon emissions



5% can make a big difference. Let us show you how a sustainable, Earth-friendly advertising platform like Soofa can drastically reduce your carbon footprint.

Ready to learn more? Contact us today!

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