



U.S. Border Yields Brand Opportunities
Billboards Get High Traffic
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While politicians on both sides of the U.S.-Mexico border debate how to handle the heated immigration issue, an entrepreneur has found a way to cash in, placing advertisements in high-traffic areas.

Previously in the hotel and casino business in Las Vegas, Jennifer Stefano established Border Billboard in 2004, with two billboards at the Tijuana/San Diego border crossing. The company's Web site says this is "the single most trafficked border in the world," with 4.3 million passersby each month.

The signs offer advertisers a chance to place live video, while audio can be received through a radio frequency.

The company has three billboards in place at two border crossings and is set to launch a new board in El Paso, Texas/Ciudad Juarez in October.

Placements can range in price from "a few thousand to figures in excess of \$20,000," says Stefano. Current clients include Burger King, Circuit City, Coca Cola Co., Coors Light, McDonald's and the U.S. Postal Service.

—Mariana Lemann

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