

Regency Outdoor Advertising Announces Exclusive Sales Representation Agreement with Liquid Outdoor Media

Regency Outdoor Advertising has entered into an agreement with Liquid Outdoor Media to exclusively represent Regency as its sales representative.

NEW YORK, NY, UNITED STATES OF AMERICA, August 24, 2023

/EINPresswire.com/ -- Regency

Outdoor Advertising (Regency) has entered into an agreement with Liquid Outdoor Media (LOM) to exclusively

represent Regency as its sales representative to grow market share, revenues, and profitability in the outdoor advertising market.

The logo for Regency Outdoor Advertising, featuring the word "REGENCY" in a bold, serif font, with "OUTDOOR" in a smaller, sans-serif font below it.

Regency Outdoor Advertising Logo



Liquid
— OUTDOOR —

Logo Liquid Outdoor Media

“

We are excited about Liquid Outdoor Media's representation of Regency. Liquid Outdoor was the logical choice to represent our billboard plant both locally and nationally.”

*Regency Outdoor Advertising,
Chief Executive Officer Philip
Berardi*

Commenting for Regency Outdoor Advertising, Chief Executive Officer Philip Berardi said, “We are excited about Liquid Outdoor Media's representation of Regency. Liquid Outdoor was the logical choice to represent our billboard plant both locally and nationally. This collaboration will provide an opportunity for us to focus on our conversion to digital, diversification and growth verticals while continuing to provide our valuable customers with the premium ad space and customer service they expect from Regency.”

For Liquid Outdoor Media, Paul Ducharme, Managing Partner said, "Regency's curated inventory, combined with

Liquid's client-centric focus, will provide advertisers with best-in-class media and services they demand. Having a presence in Los Angeles is table-stakes for national advertisers; Liquid is excited to expand our footprint in this top-tier market.”

About Regency Outdoor Advertising

Founded in 1973, Regency Outdoor Advertising is Southern California's foremost privately-held out of home media company. Careful location selection and strategic placement has yielded years of unprecedented advertising exposure for our customers. Our commitment to excellence and the national agencies we serve, reflect our promise to deliver inspiring and impactful campaigns that drive results.



Regency outdoor Digital advertising Space (photo credit: Regency Outdoor)

About Liquid Outdoor Media

Liquid Outdoor Media is a technology-focused, boutique outdoor advertising company with over 55 static and digital billboards and over 150 digital interactive smart kiosks in 13 major metropolitan markets. Since 2008, Liquid Outdoor has been developing successful projects in both public and private spaces that generate significant ancillary income for its partners.

Norah Lawlor

Lawlor Media Group, Inc.

+1 212-967-6900

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/651612316>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.