

# Lamar Advertising Company - Company Profile and SWOT Analysis

<https://marketpublishers.com/r/LF9B26473CFEN.html>

Date: January 2024

Pages: 39

Price: US\$ 175.00 (Single User License)

ID: LF9B26473CFEN

## Abstracts

Lamar Advertising Company %li%Company Profile and SWOT Analysis

### Summary

Lamar Advertising Company %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### Key Highlights

Lamar Advertising Company (Lamar or 'the company') provides advertising on logo plates, shelters, benches, billboards and buses. The company offers advertisers a variety of billboard, interstate logo, transit and airport advertising formats. It offers maintenance, ad copy production and placement services. The company leases space for digital billboards on streets and major traffic arteries. Lamar caters to wide range of industries, including entertainment/sports, telecommunications, financial, gaming, and education, retailers, restaurants, healthcare, and automotive services. The company is headquartered in Baton Rouge, Louisiana, the US.

### Scope

Detailed information on Lamar Advertising Company required for business and competitor intelligence needs

A study of the major internal and external factors affecting Lamar Advertising

## Company in the form of a SWOT analysis

An in-depth view of the business model of Lamar Advertising Company including a breakdown and examination of key business segments

Intelligence on Lamar Advertising Company's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Lamar Advertising Company, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## Reasons to Buy

Gain understanding of Lamar Advertising Company and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Lamar Advertising Company as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Lamar Advertising Company's business structure, strategy and prospects.

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