

Lamar Advertising
Michael Centore ~ Sean Johnston

Member Since August 2002

Lamar Advertising, now the largest “out of home” advertising company in the United States, was started in 1902 and was won over a coin toss! Lamar is in over 150 markets, providing traditional displays, digital displays, bus shelters/benches and buses around the country as well as parts of Canada. Despite our size, we operate as a large “family business”, with the owner’s great-grandson now at the helm.

Michael Centore and **Sean Johnston** enjoy the opportunity to help local businesses through our local coverage which includes Syracuse, Oswego, Watertown/ Northern tier and Utica.

“Out of Home” advertising has become the “loan unavoidable medium”, as consumers are ever more elusive and hard to reach.

We love to share the benefits of our products and local service with Syracuse Executives members, such as the fact that we deliver the highest “weekly impressions” for your dollar compared to any other form of advertising!

A great lead for us includes an introduction or referral to a business owner, marketing director, ad agency, etc. looking to market their business or service in an efficient, effective and memorable way.

