

Richardson revolutionises outdoor advertising

As Colombo is rapidly undergoing massive undergrowth, the Colombo Municipal Council is taking steps to ensure that City is aesthetically pursuing to the residents, visitors and commuters alike. As such posters and other advertising methods are transforming incorporating new technology. Richardson Outdoor (Pvt) Ltd is a company that has offered new outdoor advertising solutions.

Incorporated as an Outdoor Advertising Company in Sri Lanka in 2003, Richardson

has grown into a leading outdoor media companies in Sri Lanka. The company has diversified it's services to many outdoor advertising mediums.

Many Billboards, Bus Shelters, Hoardings, Gantries, Street name boards and other unique advertising products in the Colombo metropolis and other areas are provided by Richardson Outdoor (Pvt) Ltd.

The bus shelter advertisements, featured in areas such as the Race Course, provides high-impact, high-frequency advertising spaces to companies. The Gantries produced by Richardson are double-stuffed structures offering the client the opportunity to advertise to traffic entering or exiting City limits of are placed in other strategic points along the roads.



Additionally, Richardson offers billboards designed to gain maximum attention through special effects and cost effective Hoardings designed with state-

of-the-art digital printing technology and latest graphic design.

A commuter travelling around Colombo can already observe that there is a significant drop of posters, banners, cut-outs, etc displayed in such a way that often obscured the beauty of the area.

Richardson Outdoor is the only company that had the exclusivity of the Colombo Municipal Council well as other municipal councils the construct outdoor advertising solutions, street names and other products in Colombo, Janfna, Matale, Kilinochchi, Nuwaraeliya and Hambanthota.

The company thrives on quality and ensures maintenance. The company has an expert outdoor creative team to assist the clients with their campaigns.

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The company is committed to provide total out of home (OOH) media solutions to the customers.

