

Published based on [Truth in Trash Can Advertising](#)

Truth in Trash Can Advertising

Trash can advertising is gaining popularity in outdoor spaces that permit the practice. Messages or advertising can appear on trash receptacles or bins in many areas. Messages can promote special events community service announcements third party advertising local services national products or simply mention the name of the company providing the waste cans. Advertising is ubiquitous in modern society. Busses billboards taxis delivery vehicles radio television cash register receipts and other forums features messages from corporate America. Trash cans are located everywhere and advertising messages can receive great exposure.

Advertising can be quite effective if the right locations are paired with an appropriate business or message. The type of receptacle can make a big difference in the impact of a message as well. In some cities advertisers must obtain city permission to advertise in public areas. These laws are often not enforced because city coffers benefit from taxes paid on the revenue generated by the advertising. There are important considerations to take into account before selecting a receptacle on which to place an ad.

[Size of Container]

You must select large enough containers to hold the trash in a given area. If your can overflows your message will be lost. If an area routinely produces lots of trash two or more cans may be needed. Sometimes a larger bin may be a more attractive option.

[Low-Key is Key]

Modest messages are more effective when using trash can ads. People will not stand around a trash can reading complicated stories. A simple direct message is more tasteful and will not overwhelm the scenery in a park or recreational area.

[Use Cans that are Strong]

Outdoor cans can be subject to abuse by vandals inclement weather and other factors. Make sure your message only appears on cans that will stand up to outdoor placement. If the can is stable your message is more acceptable. Replace damaged cans immediately because your image can be affected by the condition of the trash can.

[Use Cans that are Resistant to Corrosion]

Use materials that will stand up to time and weather. If a trash can rusts falls apart or rots it will reflect badly on you and your message. Many cans are treated with coatings to prevent ultraviolet damage. These types of receptacles may be a better choice for ads than standard cans.

[Choose Styles that are Attractive]

Sure it is a trash can but it should blend into the environment and not produce a jarring note. The ad message will be enhanced if the can is neat and attractive and fits in well in the area. A sturdy can with a hinged door for depositing trash will be more attractive than an open can that buzzes with flies.

Ads and banners on cans in parking lots and at special venues can promote your business inexpensively and reach many potential customers if the can is well-maintained and your message is tasteful. It can be a boon for business if you follow some common sense precautions. Advertisements on trash cans give your company high visibility at a low cost.

Find out more about modern sanitation alternatives such as [Garbage Bins](#) and [Commercial Trash Cans](#)

You can also find this article published on [Truth in Trash Can Advertising](#), and on the tag pages [Advertising](#), [Animal-Proof Trash Cans](#), [Commercial Trash Cans](#), [Custom Trash Cans](#), [Garbage Bins](#), [Litter Bins](#), [Outdoor Advertising Trash Can](#), [Trash Can Advertising](#), [Trash Can Manufacturer](#), [Trash Cans](#), [Waste receptacle](#), [Waste receptacles](#).