

How to Choose the Best Advertising Blimp

A Complete Guide for Dealerships, Homebuilders, and Event Marketers

Arizona Balloon Company • 40+ Years of Polyurethane Blimp Expertise • Made in the USA

Why Blimps Work

Advertising blimps are high-visibility marketing tools that outperform banners, billboards, and online ads in drawing immediate attention. Floating above rooftops and traffic, they are visible day and night, making them one of the most cost-effective promotions available.

What to Look For in the Best Advertising Blimps

- **Size:** Choose between small (13 ft) or large (30 ft+) depending on visibility needs.
- **Material:** Polyurethane vs. PVC impacts durability and helium retention.
- **Customization:** Logos, lettering, and shapes enhance branding.
- **Service:** Local installation and support vs. imported DIY solutions.

Polyurethane vs. PVC: Comparison

Feature	Polyurethane Blimps (Best Choice)	PVC Imports
Helium Retention	3–5x longer; fewer refills	Leaks quickly; frequent refills
Durability	UV & heat resistant; desert-ready	Cracks under sun exposure
Flight Time	Days to weeks without deflation	Often 24–48 hours only
Appearance	Smooth, professional look	Wrinkles and patchy
Wind Resistance	Stronger tethers; safer in gusts	More prone to tearing
Cost Over Time	Higher upfront, lower lifetime cost	Cheaper upfront, costly later
Local Service	Made & supported in USA	Imports, limited service

Real-World Results

Phoenix dealerships using polyurethane blimps have seen up to 20% increases in foot traffic during weekend sales. Homebuilders and expos benefit from unmatched visibility, helping direct buyers to communities and drawing attention on event grounds.

Buyer Checklist

- Do I need local service and installation?
- How big of an area do I want to cover?
- What's my budget for long-term helium costs?
- Do I want reusable branding?

About Arizona Balloon Company

With over 40 years of experience, Arizona Balloon Company is the only U.S. manufacturer of polyurethane advertising blimps. Based in Phoenix, we provide local service in Arizona and ship nationwide and internationally. Our blimps are trusted by auto dealers, homebuilders, expos, and government agencies.

Ready to lift your sales sky-high?

- Call Arizona Balloon Company at [Insert Phone Number]
- Visit www.arizonaballoon.com
- Request a free quote today!