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Monetize Your Roof

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By Joanna Glasner [Also by this reporter](#)

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Click on the aerial view of a cityscape on Google Earth or Microsoft's Live Local, and most of us don't discern much more than a cluttered expanse of buildings and car-lined streets.

But where others see a sprawl of empty rooftops, Colin Fitz-Gerald sees a cornucopia of unused advertising space.

RoofShout isn't the only firm attempting to capitalize on the same virgin ad space. RoofAds, a division of Saber Roofing in Woodside, California, runs a service for posting ads on rooftops that are close to airports and highly visible to airplane passengers. The company is currently marketing to other areas as well.

"We realized with Google Earth and this satellite imagery that it doesn't have to be near airports. It can be anywhere," said Jay Saber, who owns Saber Roofing. Saber said he can install ads visible from 10,000 feet overhead.

Saber is also working on images that glow in the dark. He's considering submitting a project for the annual Burning Man festival that would involve creating a 1,000-yard-long image of a burning man visible from high in the sky.