

Old family company. Big property taxpayer. Sometimes contentious relationship with the city of La Crosse. Collins Outdoor Advertising has been all of that. It is also now part of different company. Collins has been sold this week to Olympus Media, an Atlanta-based billboard company and one of the largest in the US. Collins has been a fixture in La Crosse since early in the 19th century and has managed to flourish despite movements to limit billboard signs in communities, including La Crosse. Most recently, Collins has been at loggerheads with the city over a condemnation of a sign on Copeland avenue.