

WATKINS HD

DIGITAL OUTDOOR ADVERTISING

- **NORTH SIDE OF SUNSHINE STREET 50 FEET WEST OF GRANT FACING EAST**
- this dynamic 12'6" x 30'6" digital is right in the center of Springfield
- this billboard is across from Bass Pro Shops, catty-corner from Wonders of Wildlife Museum and Aquarium and the White River Conference Center; two blocks East of KY3 TV with a stoplight at the intersection

one 8.5 second spot EVERY minute.
guaranteed 1,440 spots per day,
43,800 spots per month.

one 8.5 second spot EVERY OTHER minute.
guaranteed 720 spots per day,
21,900 spots per month.

7 display slots each lasting 8.5 seconds

**July 21, 2012 Springfield Traffic Operations count



LOCATION:

707 West Sunshine Street

Latitude 37.182586

Longitude -93.300418

BILLBOARD SIZE:

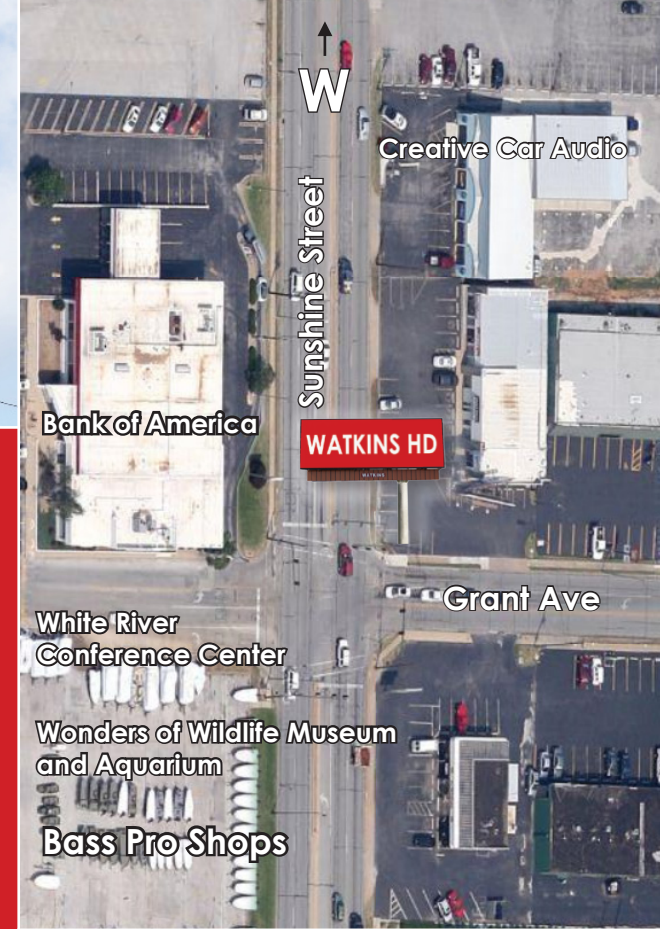
12'6" x 30'6"

(180 x 450 pixels)

DAILY IMPRESSIONS:

DEC 39,800

34,326 cars-per-day**



NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$800 (per month)	\$950	\$1,100	\$1,300
1.8¢ (per spot)	2.2¢	2.5¢	3¢

1 Year	6 Months	3 Months	1 Month
\$550 (per month)	\$650	\$800	\$950
2.5¢ (per spot)	3¢	3.6¢	4.3¢

*rates subject to change without notice

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