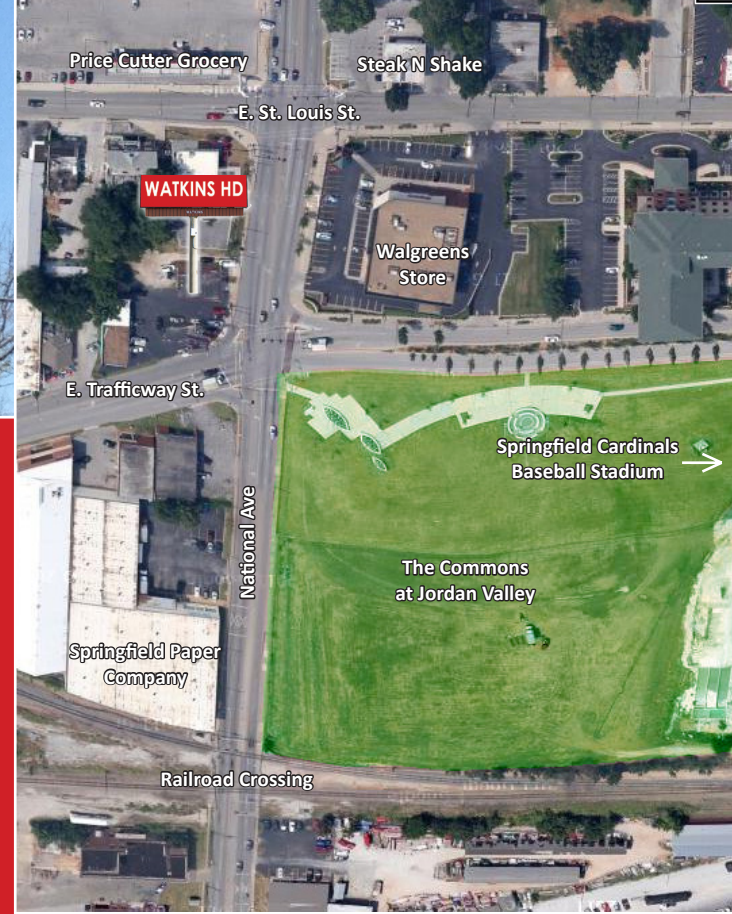


WATKINS HD

DIGITAL OUTDOOR ADVERTISING

- EAST SIDE of NATIONAL AVE. s/o TRAFFICWAY - FACES NORTH
- located on major north/south route with stoplights to the south and a stoplight plus a railroad crossing to the north
- located between Drury University, OTC, Evangel University to the north and MSU to the south, Springfield Expo Center, Jordan Valley Ice Park and the Springfield Cardinals baseball stadium to the west



LOCATION:

200 N. National Ave.
Latitude 37.210579
Longitude -93.275650

BILLBOARD SIZE:

12'6" x 23'6"
(220 x 440 pixels)

DAILY IMPRESSIONS:

DEC 36,280
31,278 cars-per-day**

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.

NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$725 (per month)	\$825	\$925	\$1,200
1.7¢ (per spot)	1.9¢	2.1¢	2.6¢

1 Year	6 Months	3 Months	1 Month
\$525 (per month)	\$600	\$700	\$900
2.3¢ (per spot)	2.7¢	3.1¢	4¢

*rates subject to change without notice

WATKINS OUTDOOR ADVERTISING

417.862.0003 | gwatkinsoutdoor@sbcglobal.net

7 display slots each lasting 8.5 seconds

**April 6, 2011 Springfield Traffic Operations count