

WATKINS HD

DIGITAL OUTDOOR ADVERTISING

■ **EAST SIDE OF US65, 7/10 MILE SOUTH OF CC - FACES SOUTH**

- Largest digital billboard in all of SW Missouri. Over 826 square feet of live copy area. More than 2x bigger copy area than 90% of all the digital billboards in all of Missouri. And with billboards, *BIGGER IS BETTER.*
- One-half mile of clear, unobstructed view
- Category exclusive advertising (no competitors of any type are allowed on same billboard)
- Located just south of Lamberts Cafe and James River Assembly of God Church

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.

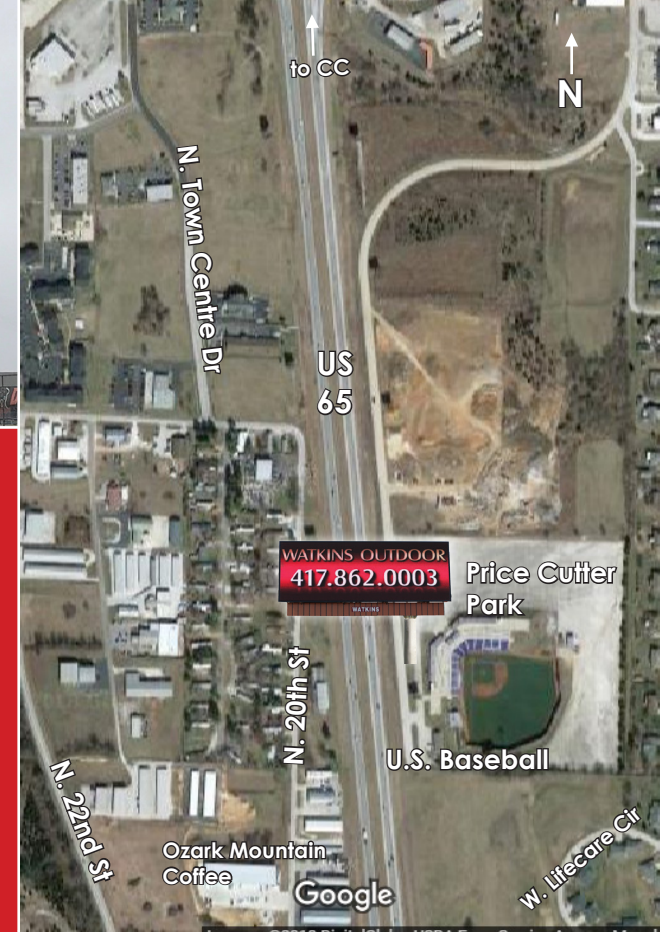
7 display slots each lasting 8.5 seconds
**2015 MODOT Traffic Volume Count



LOCATION:
440 N. 19th St.
Latitude 37.06001
Longitude -93.22671

BILLBOARD SIZE:
22.5' x 36.75'
(420 x 696 pixels)

DAILY IMPRESSIONS:
DEC 66,402



NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$1,600 (per month)	\$1,800	\$2,100	\$2,400
3.7¢ (per spot)	4.1¢	4.7¢	5.5¢

1 Year	6 Months	3 Months	1 Month
\$900 (per month)	\$1,100	\$1,300	\$1,650
4.1¢ (per spot)	5¢	6¢	7.5¢

*rates subject to change without notice

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