

WATKINS HD

DIGITAL OUTDOOR ADVERTISING

■ EAST SIDE OF NATIONAL AVE SOUTH OF BATTLEFIELD ROAD - FACES NORTH

- second largest digital billboard in the Springfield market "largest digital billboard inside Springfield city limits" with billboards, BIGGER IS BETTER
- only billboard of any kind on the Medical Mile between Mercy Hospital and Cox Hospital with stop lights on both sides of the billboard

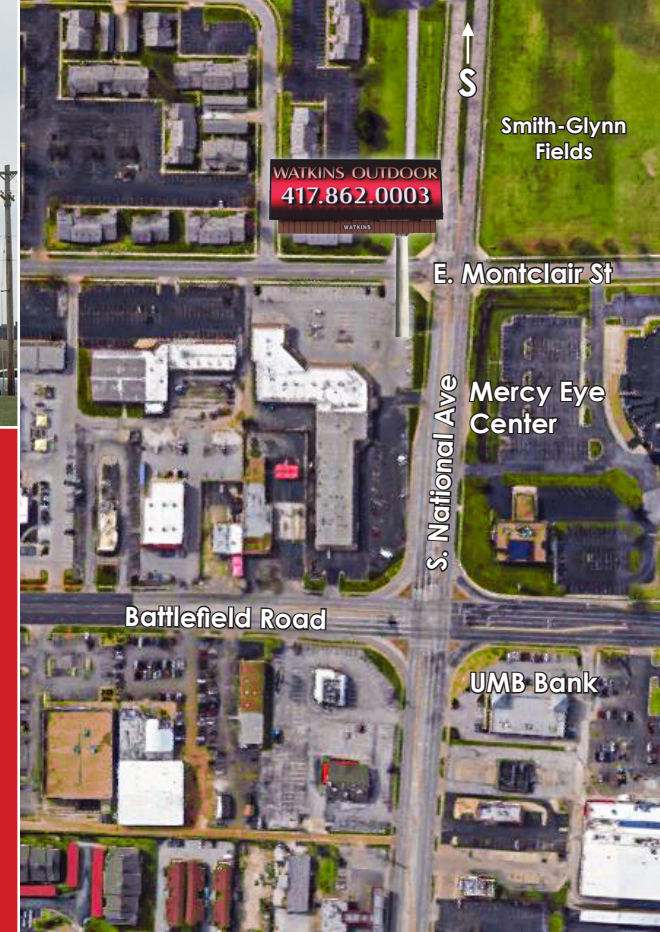
one 8 second spot EVERY minute.
guaranteed 1,440 spots per day,
43,800 spots per month.

one 8 second spot every OTHER minute.
guaranteed 720 spots per day,
21,900 spots per month.

Each display spot holds (dwells) for 8 seconds

**Nov 25, 2011 & Oct 11, 2011 Springfield Traffic Operations

WAT01
100719



LOCATION:

3080 S. National Ave.
Latitude 37.158028
Longitude -93.277130

BILLBOARD SIZE:

13' 2" x 45' 4"
(242 x 814 pixels)

DAILY IMPRESSIONS:

DEC 72,914
62,857 cars-per-day**

NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$1,600 (per month)	\$1,800	\$2,000	\$2,500
3.4¢ (per spot)	4.1¢	4.6¢	5.7¢

1 Year	6 Months	3 Months	1 Month
\$950 (per month)	\$1,200	\$1,400	\$1,700
4.3¢ (per spot)	5.5¢	6.4¢	7.8¢

*rates subject to change without notice

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