** 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 **

<table>
<thead>
<tr>
<th></th>
<th>1 Year</th>
<th>6 Months</th>
<th>3 Months</th>
<th>1 Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (per month)</td>
<td>$1,600</td>
<td>$1,800</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Rate (per spot)</td>
<td>3.4¢</td>
<td>4.1¢</td>
<td>4.6¢</td>
<td>5.7¢</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>Price (per month)</td>
<td>$950</td>
<td>$1,200</td>
<td>$1,400</td>
<td>$1,700</td>
</tr>
<tr>
<td>Rate (per spot)</td>
<td>4.3¢</td>
<td>5.5¢</td>
<td>6.4¢</td>
<td>7.8¢</td>
</tr>
</tbody>
</table>

*rates subject to change without notice

** Other: **
- 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

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*Each display spot holds (dwells) for 8 seconds

** WATKINS OUTDOOR ADVERTISING **
417.862.0003  |  gwatkinsoutdoor@sbcglobal.net

** WATKINS HD **
DIGITAL OUTDOOR ADVERTISING

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