**EAST SIDE OF CAMPBELL AVE.**
- 4/10 MILE SOUTH OF JAMES RIVER FREEWAY – FACES NORTH OR SOUTH

- the only 14’ x 48’ digital in the Springfield market – almost twice the size of the next largest digital billboard in Springfield
- this dynamic digital billboard is on a major commuter route with four stop lights – two on either side
- located directly across from the Library Center, Academy Sports, Sam’s Club, Andy’s Custard and Neighborhood Market by Walmart

**LOCATION:**
4608 S. Campbell Ave.
Latitude 37.130593
Longitude -93.295957

**BILLBOARD SIZE:**
14’ x 48’
(198 x 702 pixels)

**DAILY IMPRESSIONS:**
DEC 51,200
44,154 cars-per-day**

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**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>1 Year</td>
<td>$1,400</td>
<td>$1,600</td>
<td>$1,900</td>
<td>$2,200</td>
</tr>
<tr>
<td>6 Months</td>
<td>3.2¢</td>
<td>3.7¢</td>
<td>4.3¢</td>
<td>5¢</td>
</tr>
<tr>
<td>3 Months</td>
<td>3.7¢</td>
<td>4.6¢</td>
<td>5.5¢</td>
<td>6.6¢</td>
</tr>
<tr>
<td>1 Month</td>
<td>5¢</td>
<td>6.6¢</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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*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.*

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Each display spot holds (dwell) for 8 seconds

**June 15 2010 Springfield Traffic Operations count**

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*WATKINS HD*

DIGITAL OUTDOOR ADVERTISING

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