**EAST SIDE of NATIONAL AVE.**

n/o ST. LOUIS STREET - 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:**

12’5” x 25’
(220 x 440 pixels)

**DAILY IMPRESSIONS:**

DEC 36,280
31,278 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><strong>NET MONTHLY RATES</strong></td>
<td>$725 (per month)</td>
<td>$825</td>
<td>$925</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>NET MONTHLY RATES</strong></td>
<td>1.7¢ (per spot)</td>
<td>1.9¢</td>
<td>2.1¢</td>
<td>2.6¢</td>
</tr>
</tbody>
</table>

**NET MONTHLY RATES**

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<th>1 Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET MONTHLY RATES</strong></td>
<td>$525 (per month)</td>
<td>$600</td>
<td>$700</td>
<td>$900</td>
</tr>
<tr>
<td><strong>NET MONTHLY RATES</strong></td>
<td>2.3¢ (per spot)</td>
<td>2.7¢</td>
<td>3.1¢</td>
<td>4¢</td>
</tr>
</tbody>
</table>

---

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.

**WATKINS OUTDOOR ADVERTISING**

417.862.0003 | gwatkinsoutdoor@sbcglobal.net

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Each display spot holds (dwells) for 8 seconds

**April 6, 2011 Springfield Traffic Operations count**

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**WATKINS HD**

DIGITAL OUTDOOR ADVERTISING

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*rates subject to change without notice*