**EAST SIDE of NATIONAL AVE.**

s/o ST. LOUIS STREET -
Faces SOUTH

- 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:**
12’3” x 26’2”
(216 x 460 pixels)

**DAILY IMPRESSIONS:**
DEC 40,591
34,992 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>$750 (per month)</td>
<td>$850</td>
<td>$950</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>1.7¢ (per spot)</td>
<td>1.9¢</td>
<td>2.1¢</td>
<td>2.6¢</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>$550 (per month)</td>
<td>$650</td>
<td>$750</td>
<td>$900</td>
<td></td>
</tr>
<tr>
<td>2.5¢ (per spot)</td>
<td>3¢</td>
<td>3.4¢</td>
<td>4¢</td>
<td></td>
</tr>
</tbody>
</table>

*rates subject to change without notice

**NET MONTHLY RATES**

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 (dwell) for 8 seconds

**Sept. 23, 2015 Springfield Traffic Operations count**