



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
**August 13,2024 Springfield Traffic Operations

WAT01 082224



LOCATION:

3080 S. National Ave.
Latitude 37.158028
Longitude -93.277130

BILLBOARD SIZE:

13'-7" x 45'-1"
(240 x 816 pixels)

DAILY IMPRESSIONS:

DEC 53,633
47,887 cars-per-day**



NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$1,600 (per month)	\$1,900	\$2,100	\$2,600
3.7¢ (per spot)	4.3¢	4.8¢	6¢

1 Year	6 Months	3 Months	1 Month
\$1,050 (per month)	\$1,300	\$1,500	\$1,800
4.8¢ (per spot)	6¢	6.8¢	8.2¢

*rates subject to change without notice

WATKINS OUTDOOR ADVERTISING
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