



DIGITAL OUTDOOR RATE CARD

What you receive:

- **9200** Daily Effective Circulation
- **1440** Spots per day
- No production charges
- Creative changes weekly, daily, or even hourly!
- Each Digital unit displays **8** slots in **7.5** second intervals, 24 hours a day.

4 Week Rate:

1 Week Rate:
Monday - Sunday

Weekend Rate:
Friday - Sunday

Daily Rate:
Monday - Sunday

*Pricing subject to seasonality and demand.

Digital Outdoor Advertising Strengths

Digital outdoor is your lowest cost per impression, highest return on investment advertising. Deliver the right message, at the right time at the right place. Ideally suited for: geo-targeting, name recognition, visual/package identification, events, sales/promotions and directional messages.



Panel No.

Location

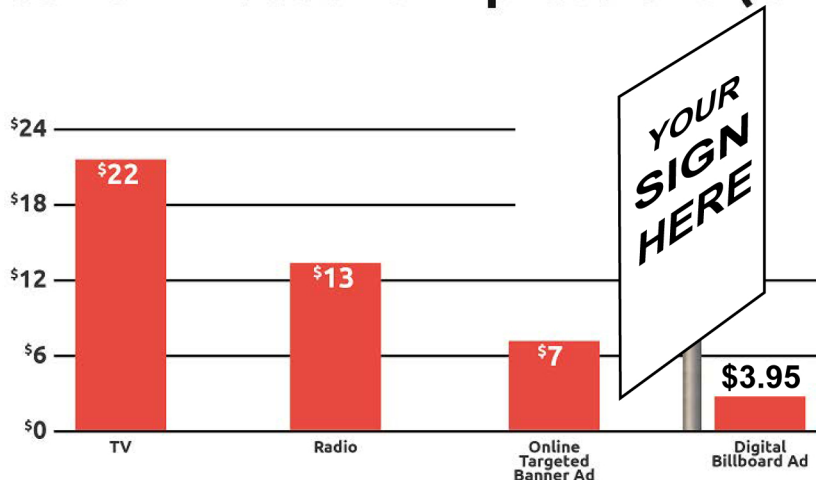
Dimensions tall x wide; Aspect Ratio

Artwork pixel tall x pixel wide; 72 ppi, RGB color mode

Please save your files at maximum quality while maintaining a maximum file size of 1 mb or less. Files larger than 1 mb will not be accepted.

MEDIA COST EFFICIENCY COMPARISON

Cost Per Thousand Impressions (CPM)



DIGITAL ALLOWS YOU TO DELIVER ADVERTISING THAT IS COST EFFECTIVE WITH THE RIGHT MESSAGE, AT THE RIGHT TIME IN THE RIGHT PLACE.