

WATKINS HD

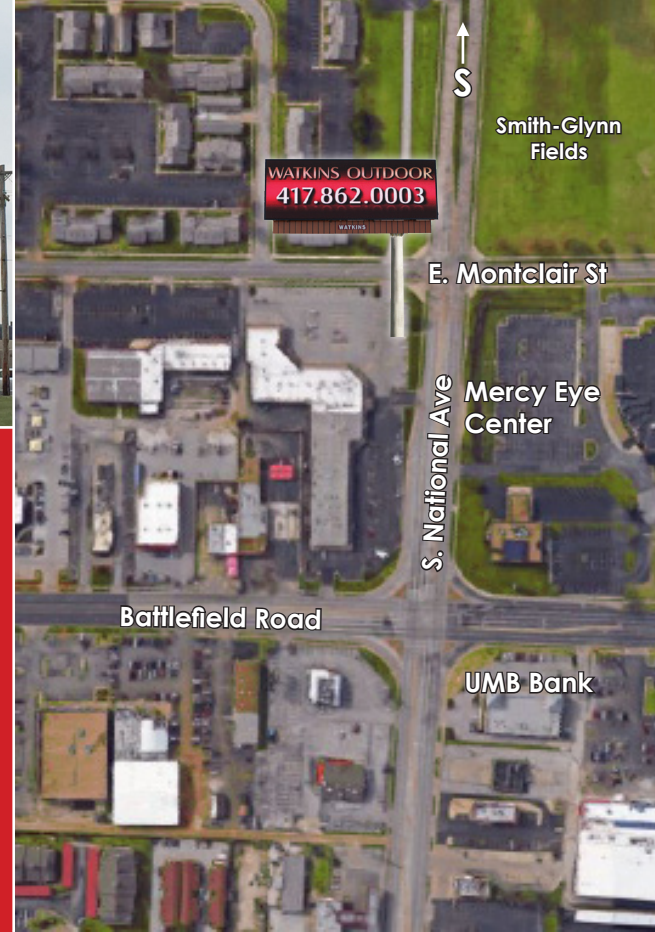
DIGITAL OUTDOOR ADVERTISING

■ **EAST SIDE OF NATIONAL AVE SOUTH OF BATTLEFIELD ROAD - FACES NORTH**

- second largest digital billboard in the Springfield market - 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 8.5 second spot EVERY minute.
guaranteed 1,440 spots per day,
43,800 spots per month.

one 8.5 second spot every OTHER minute.
guaranteed 720 spots per day,
21,900 spots per month.



LOCATION:

3080 S. National Ave.
Latitude 37.158028
Longitude -93.277130

BILLBOARD SIZE:

13'2" x 44'4"
(242 x 814 pixels)

DAILY IMPRESSIONS:

DEC 72,914
62,857 cars-per-day**

NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$1,600	\$1,800	\$2,000	\$2,500
3.4¢ (per spot)	4.1¢	4.6¢	5.7¢

1 Year	6 Months	3 Months	1 Month
\$950	\$1,200	\$1,400	\$1,700
4.3¢ (per spot)	5.5¢	6.4¢	7.8¢

*rates subject to change without notice

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7 display slots each lasting 8.5 seconds

**Nov 25, 2011 & Oct 11, 2011 Springfield Traffic Operations