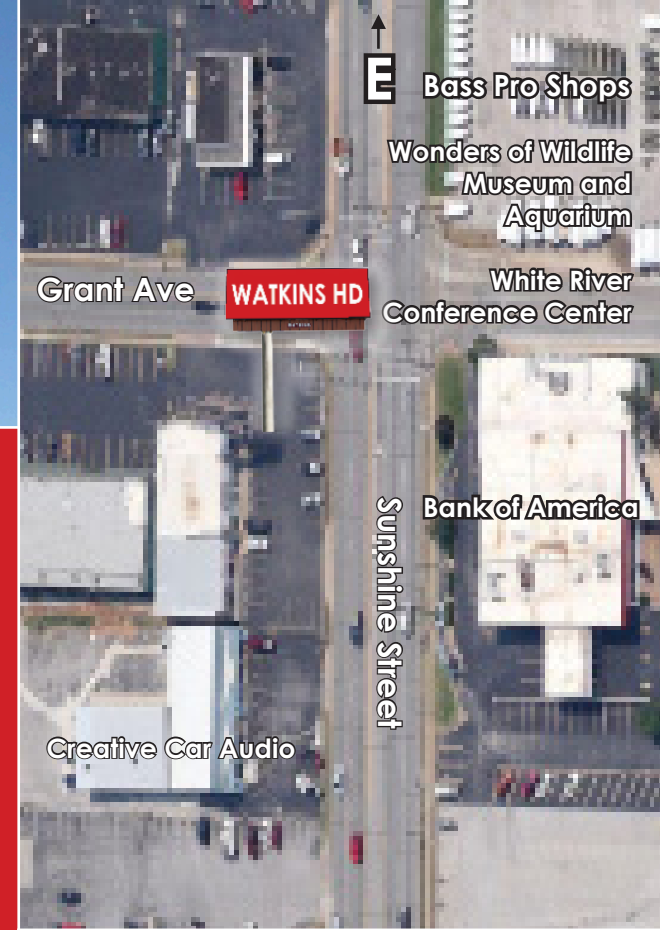


# WATKINS HD

DIGITAL OUTDOOR ADVERTISING

■ **NORTH SIDE OF SUNSHINE STREET 50 FEET WEST OF GRANT FACING WEST**

- this dynamic 12'6" x 30'6" digital is right in the center of Springfield
- this billboard is across from Bass Pro Shops, catty-corner from the Wonders of Wildlife Museum and Aquarium and the White River Conference Center; two blocks East of KY3 TV with a stoplight at the intersection



## LOCATION:

707 West Sunshine Street  
 Latitude 37.182586  
 Longitude -93.300418

## BILLBOARD SIZE:

12'6" x 30'6"  
 (180 x 450 pixels)

## DAILY IMPRESSIONS:

DEC 39,800  
 34,326 cars-per-day\*\*

## NET MONTHLY RATES

- 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.

1 Year	6 Months	3 Months	1 Month
\$700 (per month)	\$850	\$1,000	\$1,200
1.6¢ (per spot)	2¢	2.3¢	2.7¢

1 Year	6 Months	3 Months	1 Month
\$475 (per month)	\$575	\$675	\$800
2¢ (per spot)	2.6¢	3.1¢	3.7¢

\*rates subject to change without notice

7 display slots each lasting 8.5 seconds  
 \*\*July 21, 2012 Springfield Traffic Operations count

# WATKINS OUTDOOR ADVERTISING

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