

WATKINS HD

DIGITAL OUTDOOR ADVERTISING

■ EAST SIDE OF CAMPBELL AVE. – 4/10 MILE SOUTH OF JAMES RIVER FREEWAY – FACES NORTH OR SOUTH

- the only 14' x 48' digital in the Springfield market – almost twice the size of the next largest digital billboard in Springfield
- this dynamic digital billboard is on a major commuter route with four stop lights – two on either side
- located directly across from the Library Center, Academy Sports, Sam's Club, Andy's Custard and Neighborhood Market by Walmart

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
**June 15 2010 Springfield Traffic Operations count

WAT05
100719



LOCATION:

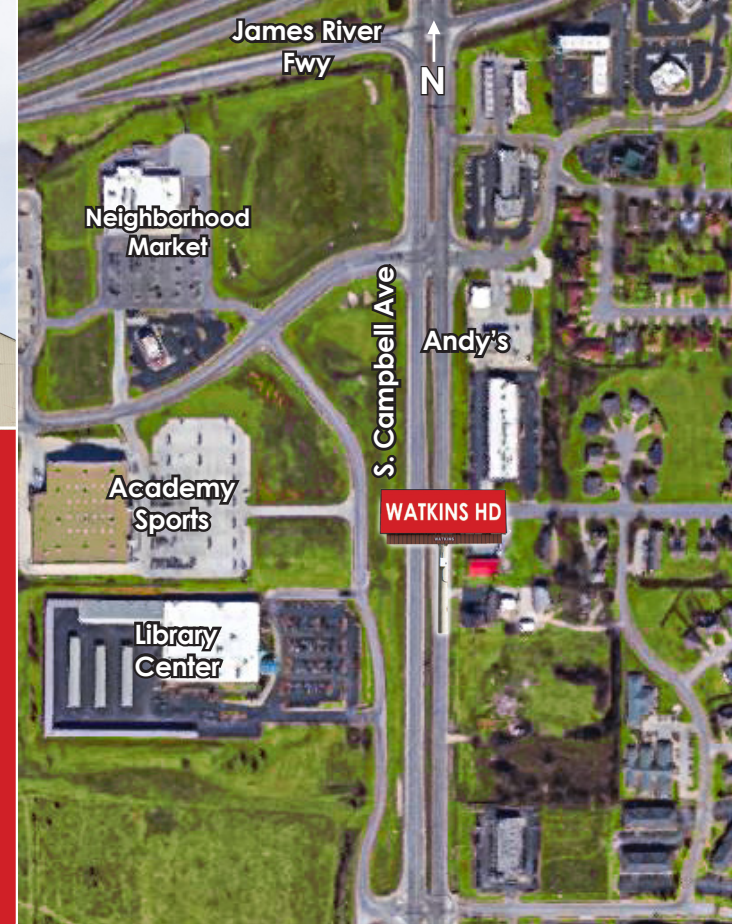
4608 S. Campbell Ave.
Latitude 37.130593
Longitude -93.295957

BILLBOARD SIZE:

14' x 48'
(198 x 702 pixels)

DAILY IMPRESSIONS:

DEC 51,200
44,154 cars-per-day**



NET MONTHLY RATES

| 1 Year | 6 Months | 3 Months | 1 Month |
|-----------------|----------|----------|---------|
| \$1,400 | \$1,600 | \$1,900 | \$2,200 |
| 3.2¢ (per spot) | 3.7¢ | 4.3¢ | 5¢ |

| 1 Year | 6 Months | 3 Months | 1 Month |
|-----------------|----------|----------|---------|
| \$800 | \$1,000 | \$1,200 | \$1,450 |
| 3.7¢ (per spot) | 4.6¢ | 5.5¢ | 6.6¢ |

*rates subject to change without notice

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