

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

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

**July 21, 2012 Springfield Traffic Operations count

WAT07
100719



LOCATION:

707 West Sunshine Street

Latitude 37.182586

Longitude -93.300418

BILLBOARD SIZE:

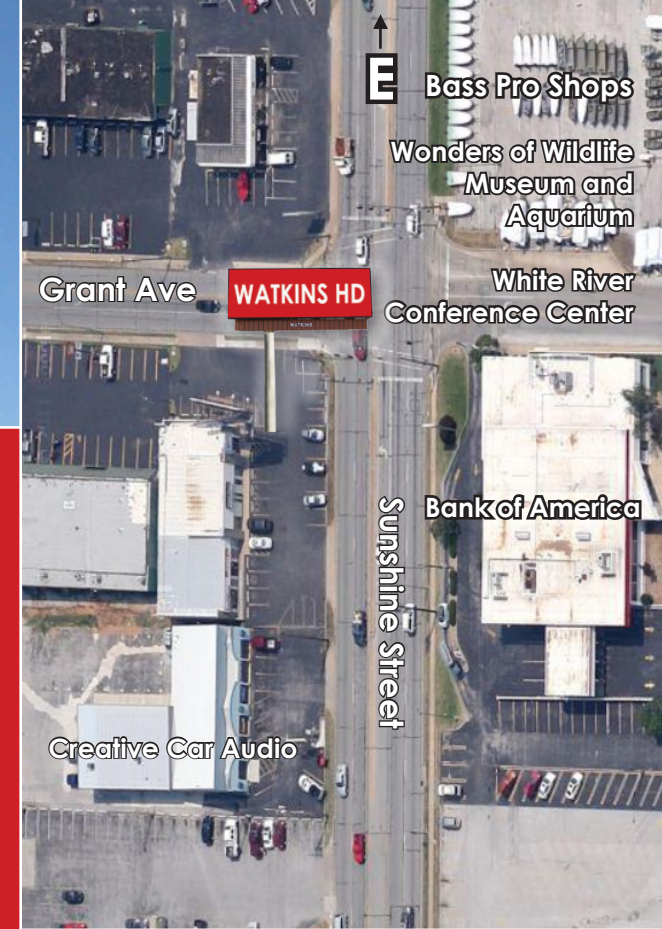
12'6" x 30'6"

(180 x 450 pixels)

DAILY IMPRESSIONS:

DEC 39,800

34,326 cars-per-day**



NET MONTHLY RATES

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

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