

# WATKINS HD

DIGITAL OUTDOOR ADVERTISING

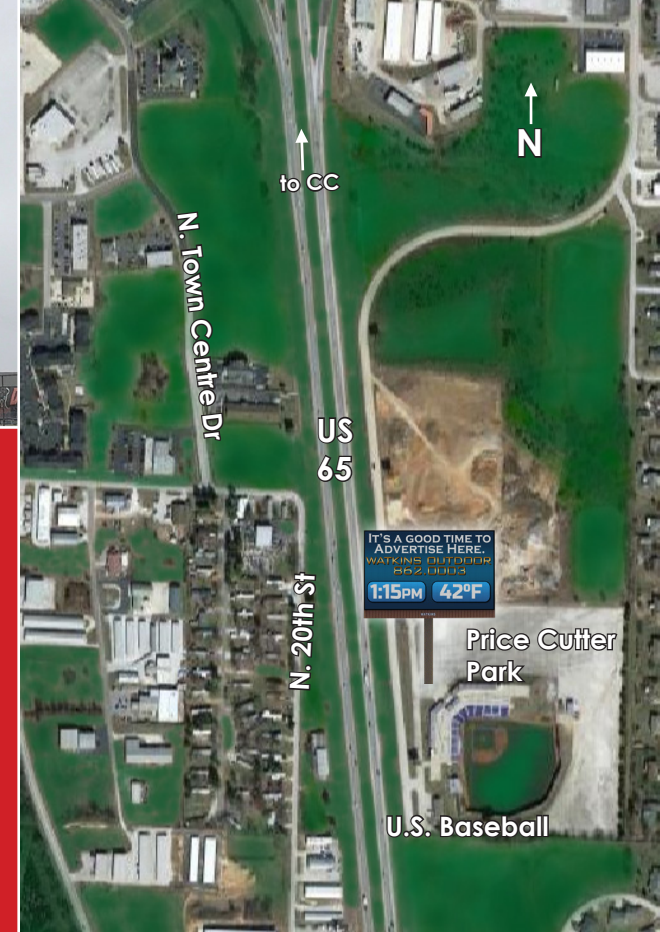
## ■ EAST SIDE OF US65, 7/10 MILE SOUTH OF CC - FACES SOUTH

- Largest digital billboard in all of SW Missouri. Over 827 square feet of live copy area. More than 2x bigger copy area than 90% of all the digital billboards in all of Missouri. And with billboards, **BIGGER IS BETTER.**
- One-half mile of clear, unobstructed view
- Category exclusive advertising (no competitors of any type are allowed on same billboard)
- Located just south of Lamberts Cafe and James River Assembly of God Church

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  
\*\*2015 MODOT Traffic Volume Count



### LOCATION:

440 N. 19th St.

Latitude 37.0600343

Longitude -93.2269317

### BILLBOARD SIZE:

22.5' x 36.75'

(408 x 672 pixels)

### DAILY IMPRESSIONS:

DEC 66,402

## NET MONTHLY RATES

1 Year	6 Months	3 Months	1 Month
\$1,600 (per month)	\$1,800	\$2,100	\$2,400
3.7¢ (per spot)	4.1¢	4.7¢	5.5¢

1 Year	6 Months	3 Months	1 Month
\$900 (per month)	\$1,100	\$1,300	\$1,650
4.1¢ (per spot)	5¢	6¢	7.5¢

\*rates subject to change without notice

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