

WATKINS HD

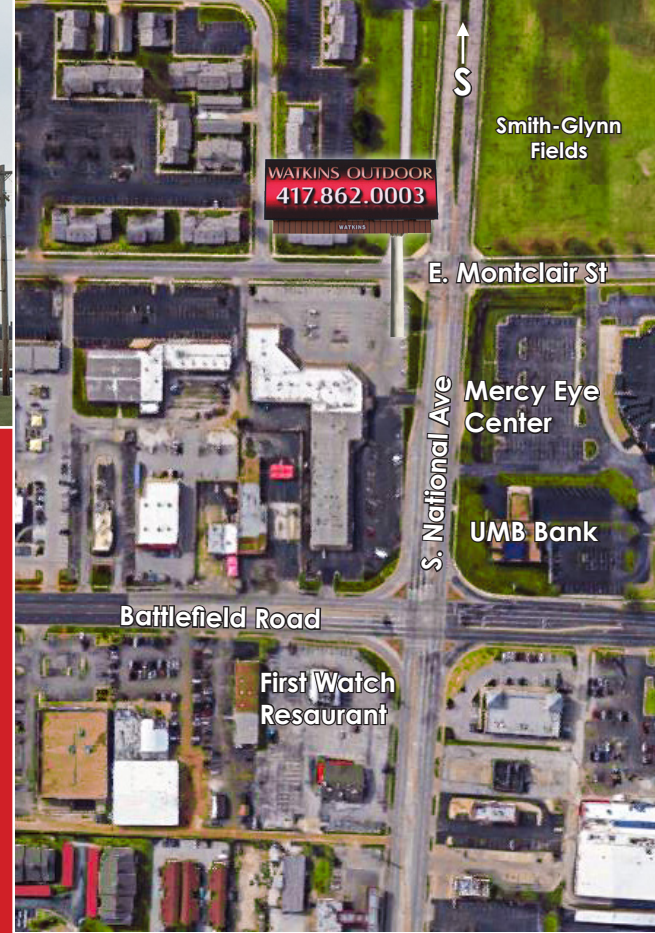
DIGITAL OUTDOOR ADVERTISING

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

- second largest digital billboard in the Springfield market "largest digital billboard inside Springfield city limits" 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 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.



LOCATION:

3080 S. National Ave.
Latitude 37.158028
Longitude -93.277130

BILLBOARD SIZE:

14' x 45' 10"
(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 (per month)	\$1,800	\$2,000	\$2,500
3.4¢ (per spot)	4.1¢	4.6¢	5.7¢

1 Year	6 Months	3 Months	1 Month
\$1,050 (per month)	\$1,200	\$1,400	\$1,700
4.8¢ (per spot)	5.5¢	6.4¢	7.8¢

*rates subject to change without notice

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Each display spot holds (dwells) for 8 seconds

**October 2015 & November 2019 Springfield Traffic Operations