

WATKINS HD

DIGITAL OUTDOOR ADVERTISING

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

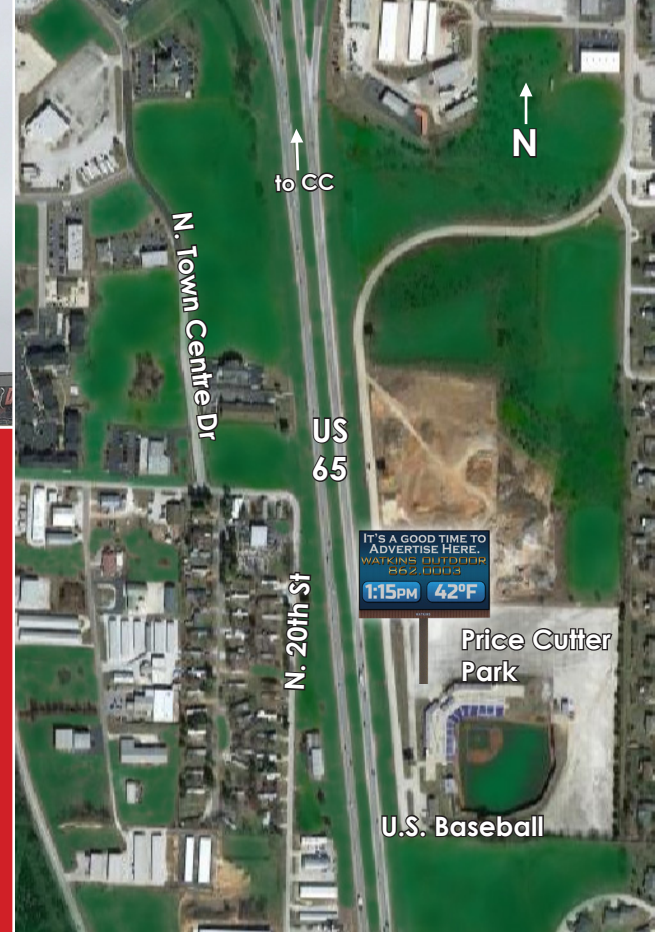
- Largest digital billboard in all of SW Missouri. Over 827 square feet of live copy area. More than 2x bigger copy area than 90% of all the digital billboards in all of Missouri. And with billboards, **BIGGER IS BETTER.**
- One-half mile of clear, unobstructed view
- Category exclusive advertising (no 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
**2021 MODOT Traffic Volume Count

WAT10
100719



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 65,953
58,887 cars-per-day**

NET MONTHLY RATES

| | | | |
|---------------------|----------|----------|---------|
| 1 Year | 6 Months | 3 Months | 1 Month |
| \$1,700 (per month) | \$1,800 | \$2,100 | \$2,400 |
| 3.9¢ (per spot) | 4.1¢ | 4.7¢ | 5.5¢ |

| | | | |
|-------------------|----------|----------|---------|
| 1 Year | 6 Months | 3 Months | 1 Month |
| \$950 (per month) | \$1,100 | \$1,300 | \$1,650 |
| 4.3¢ (per spot) | 5¢ | 6¢ | 7.5¢ |

*rates subject to change without notice

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