

Location #1



Advertising Strengths: This digital billboard targets traffic heading North on Magnolia towards Midtown and Hospital. It also targets traffic heading East on Mahan/Tennessee street. This would be an ideal board for those wanting to reach downtown, Mall traffic, Midtown Demographics and local Residence whom live in the Mahan area.

Market: TALLAHASSEE

Panel: 2240

TAB Unique ID: 30635226

Location: E/S MAGNOLIA N/O MAHAN DR. F/SW

Lat/Long: 30.4481/-84.2622

Media/Style: Permanent Bulletin/Digital

*Weekly Impressions: 84812

Copy Size: 10' 6" x 36' 0" Spec Sheet

Pixel Dimensions: 144 pixels (h) x 522 pixels (w)

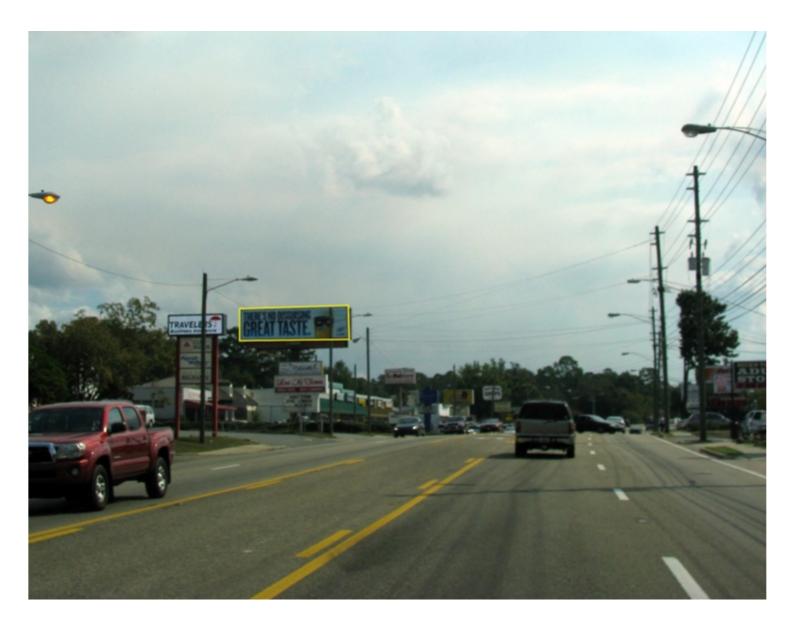
Facing/Read: South/Right

of slots: 6

Dwell Time: 6

Guar. spots per day: 2220

*Impression values based on: 18+



Location # 2



Advertising Strengths: Digital unit that targets traffic travelling from the North and Northwest areas, including I-10. Sits near several restaurants and state offices. Targets traffic travelling south towards the Capital and Downtown shopping, events at the Civic Center, events at FSU and FAMU.

Market: TALLAHASSEE

Panel: 2601

TAB Unique ID: 14924667

Location: E/S N. MONROE 556' N/O BRADFORD RD

Lat/Long: 30.4688/-84.2862

Media/Style: Permanent Bulletin/Digital

*Weekly Impressions: 107157

Copy Size: 10' 6" x 36' 0" Spec Sheet

Pixel Dimensions: 144 pixels (h) x 528 pixels (w)

Facing/Read: North/Left

of slots: 6

Dwell Time: 6

Guar. spots per day: 2220

*Impression values based on: 18+