



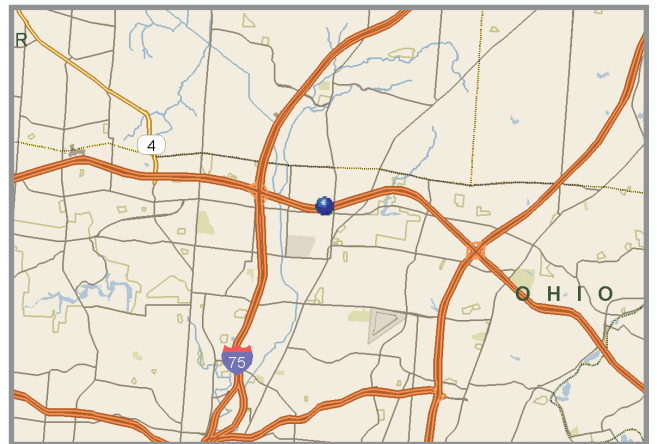
NortonHD Outdoor Network

I-275 East of Mosteller, Facing West

This display offers a long read to eastbound traffic en route from I-75 or the North and Northwest suburbs to the Northeast suburbs and I-71. This display provides a rare opportunity to reach audiences on I-275.



- 93,690 DEC
- 406,595 EOI
- Prime-time location on I-275 F/W (reads to east-bound traffic)
- Target Northern Cincinnati traffic heading from I-75 to I-71
- No production costs
- Virtually limitless design scheduling options
- 39.28401, -84.41569



Weeks	24 Hour DEC	EOI	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM
52	93,690	406,595	638,750	90.5	31.3	2,817	\$4,895	\$63,635	\$1.87
26	93,690	406,595	319,375	85.2	16.5	1,409	\$5,900	\$38,350	\$2.25
13	93,690	406,595	159,250	75.6	9.3	704	\$6,285	\$20,425	\$2.40
4	93,690	406,595	49,000	48.3	4.5	217	\$6,625	\$6,625	\$2.53