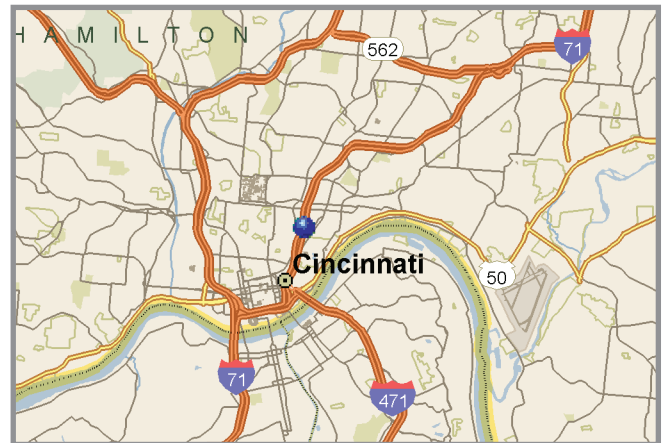




# NortonHD Outdoor Network

I-71 North of Florence, Facing South

This display offers a long, unobstructed read to the outbound traffic from downtown Cincinnati toward the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park.



- 108,760 DEC
- 517,695 EOI
- Prime-time location on I-71 F/S (reads to north-bound traffic)
- Target Northern Kentucky and downtown Cincinnati traffic en route to Norwood Lateral or the northern suburbs
- No production costs
- Virtually limitless design scheduling options
- 39.12006, -84.49791

Weeks	24 Hour DEC	EOI	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM
52	108,760	517,695	638,750	91.3	35.8	3,271	\$4,725	\$61,425	\$1.55
26	108,760	517,695	319,375	86.7	18.9	1,635	\$5,695	\$37,000	\$1.87
13	108,760	517,695	159,250	78.1	10.5	818	\$6,065	\$19,700	\$1.99
4	108,760	517,695	49,000	52.2	4.8	252	\$6,400	\$6,400	\$2.10