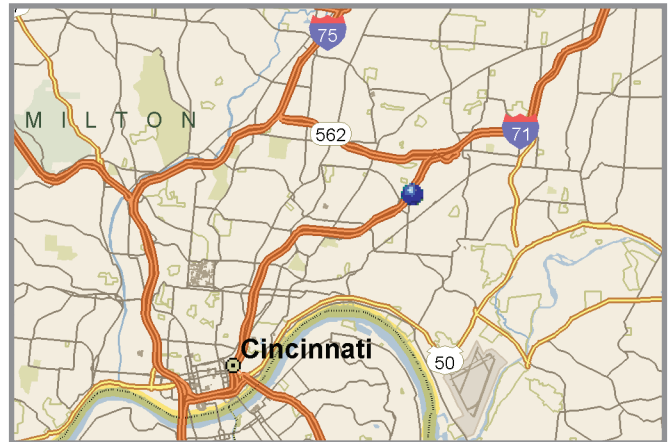




# NortonHD Outdoor Network

## I-71 North of Smith, Facing North

This display offers a long read to inbound traffic en route to downtown Cincinnati from the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park. This display is within ¼ mile of the Rookwood Commons area, which is home to many upscale shopping and dining destinations.



- 107,510 DEC
- 331,145 EOI
- Prime-time location on I-71 F/N (reads to south-bound traffic)
- Target traffic heading downtown, to Rookwood Commons and other upscale neighborhoods
- No production costs
- Virtually limitless design scheduling options
- 39.15262, -84.44258

Weeks	24 Hour DEC	EOI	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM
52	107,510	331,145	638,750	91.2	35.4	3,233	\$4,725	\$61,425	\$1.58
26	107,510	331,145	319,375	86.6	18.7	1,616	\$5,695	\$37,000	\$1.89
13	107,510	331,145	159,250	77.9	10.4	808	\$6,065	\$19,700	\$2.01
4	107,510	331,145	49,000	51.9	4.8	249	\$6,400	\$6,400	\$2.13