

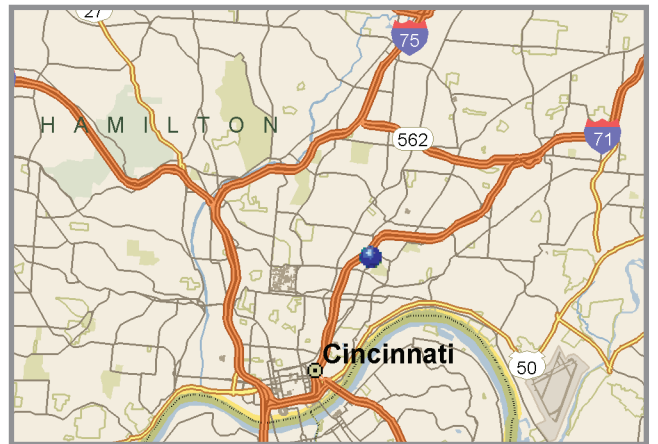


# NortonHD Outdoor Network

I-71 North of WM H Taft, 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.

- 118,550 DEC
- 367,424 EOI
- Prime-time location on I-71 F/S (reads to north-bound traffic)
- Target traffic heading to northern Cincinnati, Rookwood Commons and other upscale neighborhoods
- No production costs
- Virtually limitless design scheduling options
- 39.13777, -84.48953



Weeks	24 Hour DEC	EOI	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM
52	118,550	367,424	638,750	91.6	38.9	3,565	\$4,725	\$61,425	\$1.42
26	118,550	367,424	319,375	87.4	20.4	1,782	\$5,695	\$37,000	\$1.71
13	118,550	367,424	159,250	79.4	11.2	891	\$6,065	\$19,700	\$1.83
4	118,550	367,424	49,000	54.5	5.0	274	\$6,400	\$6,400	\$1.93