

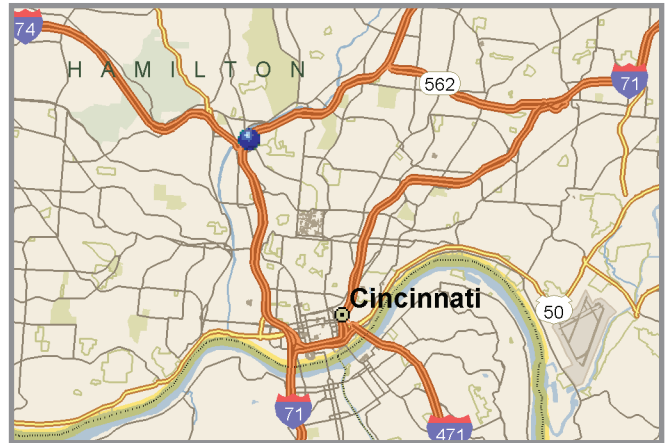


# NortonHD Outdoor Network

## I-75 North of Ludlow Viaduct, Facing North

This display offers a long, unobstructed approach to southbound travelers en route to downtown Cincinnati and Northern Kentucky. I-75 is the most heavily traveled highway in the Greater Cincinnati region.

- 114,210 DEC
- 543,642 EOI
- Prime-time location on I-75 F/N (reads to south-bound traffic)
- Target Northern Kentucky and downtown Cincinnati traffic
- No production costs
- Virtually limitless design scheduling options
- 39.15783, -84.53364



Weeks	24 Hour DEC	EOI	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM
52	114,210	423,722	638,750	91.5	37.5	3,434	\$4,500	\$58,500	\$1.41
26	114,210	423,722	319,375	87.1	19.7	1,717	\$5,425	\$35,265	\$1.70
13	114,210	423,722	159,250	78.9	10.9	859	\$5,775	\$18,770	\$1.81
4	114,210	423,722	49,000	53.5	4.9	264	\$6,100	\$6,100	\$1.91