

Individual Pricing for

## 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.



- 108,070 DEC; 36,023 adjusted DEC\*
- 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



# of Weeks	24 Hour D.E.C.	Adjusted 24 Hour D.E.C.	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM	CPP
52	108,070	36,023	638,750	82.7	14.4	1,188	\$4,500	\$58,500	\$4.45	\$49.12
26	108,070	36,023	319,375	71.5	8.3	594	\$5,425	\$35,265	\$5.38	\$59.38
13	108,070	36,023	159,250	55.3	5.4	297	\$5,775	\$18,770	\$5.73	\$63.21
4	108,070	36,023	49,000	26.2	3.5	91	\$6,100	\$6,100	\$6.05	\$66.77

All Reach, Frequency, GRP, CPM and CPP estimates based on Adjusted D.E.C.

\* Adjusted D.E.C. (Daily Effective Circulation) indicates that at least two (2) advertising spots may be viewed during each approach to this NortonHD display.