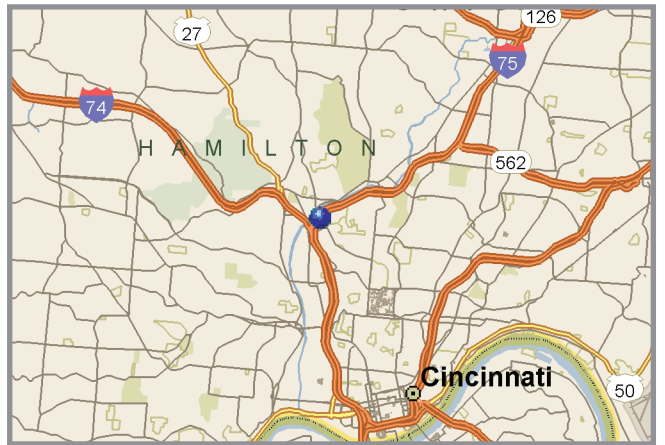




# NortonHD Outdoor Network

I-75 North of Ludlow Viaduct, Facing South

This outstanding, head-on reading display reaches audience traveling from Northern Kentucky and downtown Cincinnati en route to the Norwood Lateral and the Northern suburbs. I-75 is the most heavily traveled highway in the Greater Cincinnati region.



- 114,210 DEC
- 423,722 EOI
- Prime-time location on I-75 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
- 39.15783, -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