

Individual Pricing for

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.



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

# 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.