



Outdoor

News 6 Outdoor Digital

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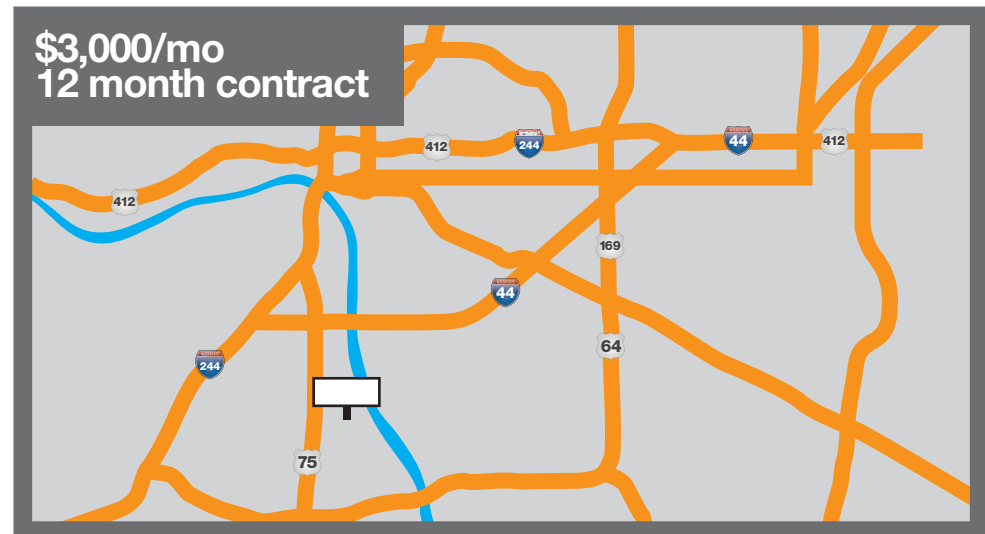
CLOSE-UP



APPROACH

Highway 75 & 71st

- East side of Highway 75 and North of 71st St. facing North
- 8 second dwell time
- 1350 spots a day
- 40,500 spots per month
- 7 flips with one additional dedicated to relevant content driving board awareness (News On 6 feed)
- Daily traffic count – 58,000
- DEC – Daily Effective Circulation 37,700
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #960





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Highway 75 & 71st

- East side of Highway 75 and North of 71st St. facing South
- 8 second dwell time
- 1350 spots a day
- 40,500 spots per month
- 7 flips with one additional dedicated to relevant content driving board awareness (News On 6 feed)
- Daily traffic count – 58,000
- DEC – Daily Effective Circulation 37,700
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #961

