

# DIGITAL BILLBOARD ON HIGH TRAFFIC STREET



SOUTHBOUND

NORTHBOUND

## DIGITAL BILLBOARD RATES

1 IMPRESSION IS 10 SECONDS LONG AT JUST 6.2¢

FREQUENCY	PER WEEK	30 DAYS
1 IMPRESSION EVERY MINUTE	\$624.96	\$2,499.84
1 IMPRESSION EVERY OTHER MINUTE	\$312.48	\$1,339.20

\*BILLBOARD PACKAGE AVAILABLE WITH THEATER AD AT RED CINEMAS - 8 WEEKS FOR \$1100!

## DEMOGRAPHICS

- ON THE GATEWAY TO DOWNTOWN
- 41,188 ADT
- REACHES 12,000 EMPLOYEES WORKING WITHIN 1 MILE OF THE BOARD
- REACH \$50,000 + MEDIAN HOUSEHOLD INCOME, \$86,670 AVERAGE HHI WITHIN 1 MILE OF BOARD
- 60% HAVE A BACHELOR'S DEGREE, 20% GRADUATE DEGREE WITHIN 1 MILE

## BILLBOARD SPECIFICATIONS

LOCATION: 1713 BATTLEGROUND AVE. GREENSBORO, NC 27408  
 PHYSICAL DIMENSIONS: 10.6' H x 36' W  
 DIGITAL FILE REQUIREMENTS: 288px H x 1024px W - EXPORTED AT 96PPI IN .JPEG FORMAT

## CONTACT US

- (336) 574-2000 ASK FOR GRAHAM
- SALES@OUTDOORSIGNAGE.COM
- AVAILABLE SPACE MAY VARY. PLEASE CONTACT US FOR CURRENT AVAILABLE SPACE OR CUSTOM PACKAGES.