

Individual Pricing for

## I-71 North of Florence, Facing South

This outstanding display offers a long, unobstructed read to the outbound traffic from downtown Cincinnati toward the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park.



I-71 N/O Florence, F/S



- 102,910 DEC; 51,455 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 the Norwood Lateral, northern suburbs and upscale neighborhoods
- 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         | 102,910        | 51,455                  | 638,750                   | 86.6             | 19.6                   | 1,697          | \$4,725     | \$61,425      | \$3.27 | \$36.11 |
| 26         | 102,910        | 51,455                  | 319,375                   | 77.9             | 10.9                   | 848            | \$5,695     | \$37,000      | \$3.95 | \$43.62 |
| 13         | 102,910        | 51,455                  | 159,250                   | 64.2             | 6.6                    | 424            | \$6,065     | \$19,700      | \$4.21 | \$46.45 |
| 4          | 102,910        | 51,455                  | 49,000                    | 34.0             | 3.5                    | 131            | \$6,400     | \$6,400       | \$4.44 | \$49.04 |

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 three (3) advertising spots may be viewed during each approach to this NortonHD display.