



Individual Pricing for

## I-71 North of Smith, Facing North

This outstanding display offers a long read to inbound traffic en route to downtown Cincinnati from the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park. This display is within ¼ mile of the Rookwood Commons area, which is home to many upscale shopping and dining destinations.



I-71 N/O Smith Avenue, F/N

- 114,540 DEC; 57,270 adjusted DEC\*
- Prime-time location on I-71 F/N (reads to south-bound traffic)
- Target traffic heading downtown, to Rookwood Commons and other 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	114,540	57,270	638,750	87.5	21.6	1,888	\$4,725	\$61,425	\$2.94	\$32.44
26	114,540	57,270	319,375	79.6	11.9	944	\$5,695	\$37,000	\$3.55	\$39.19
13	114,540	57,270	159,250	66.7	7.1	472	\$6,065	\$19,700	\$3.78	\$41.73
4	114,540	57,270	49,000	36.6	4.0	145	\$6,400	\$6,400	\$3.99	\$44.06

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.

