



# NortonHD Digital Network



- Measure 14' high x 48' wide
- Change your message in minutes!
- Stand out with eye-catching graphics
- Target your consumers 24 hours a day!
- No production costs!
- Total of six advertisers rotating every 8 seconds
- Four “prime time” locations on some of the most heavily-traveled highways in the tri-state area



# NORTON **HD** OUTDOOR NETWORK RATES

# Weeks	# Displays	24 Hr. D.E.C.	Adjusted D.E.C.	Spots	Reach %	Freq. (x)	GRP's	4Wk. Gross Cost	Total Gross Cost*	CPM	CPP
Mon-Wed	4	400,211	164,508	21,600			45		\$3,605	\$7.30	\$80.64
Thur-Sun	4	400,211	164,508	28,800			60		\$5,150	\$7.83	\$86.40
1	4	400,211	164,508	50,400	29.0	3.6	104		\$8,250	\$7.16	\$79.09
4	4	400,211	164,508	201,600	63.8	6.5	417	\$24,450	\$24,450	\$5.31	\$58.60
26	4	400,211	164,508	1,314,000	90.0	30.1	2,712	\$21,731	\$141,250	\$4.72	\$52.08
52	4	400,211	164,508	2,628,000	92.9	58.4	5,424	\$18,065	\$234,845	\$3.91	\$43.18

\*All Reach, Freq., GRP, CPM & CPP estimates based on Adjusted D.E.C.

## LOCATIONS

### I-75 North of Ludlow Viaduct, facing South

From Northern Kentucky and downtown Cincinnati en route to Norwood Lateral or the northern suburbs. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*

24 Hour D.E.C. 106,792      Adjusted D.E.C.\* 35,597

### I-75 North of Ludlow Viaduct, facing North

Long, unobstructed approach to southbound travelers en route to downtown Cincinnati and Northern Kentucky. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*

24 Hour D.E.C. 106,792      Adjusted D.E.C.\* 35,597

### I-71 North of Florence Avenue, facing South

Outbound traffic from downtown Cincinnati toward the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park.

24 Hour D.E.C. 99,030      Adjusted D.E.C.\* 49,515

### I-275 East of Mosteller Road, facing West

Offers long read to eastbound motorists en route from I-75 or the North and Northwest suburbs to the Northeast suburbs and I-71, *among the most heavily traveled sections of roadway in the Tri-State area.*

24 Hour D.E.C. 87,596      Adjusted D.E.C.\* 43,798