



Outdoor

News 9 Outdoor Digital

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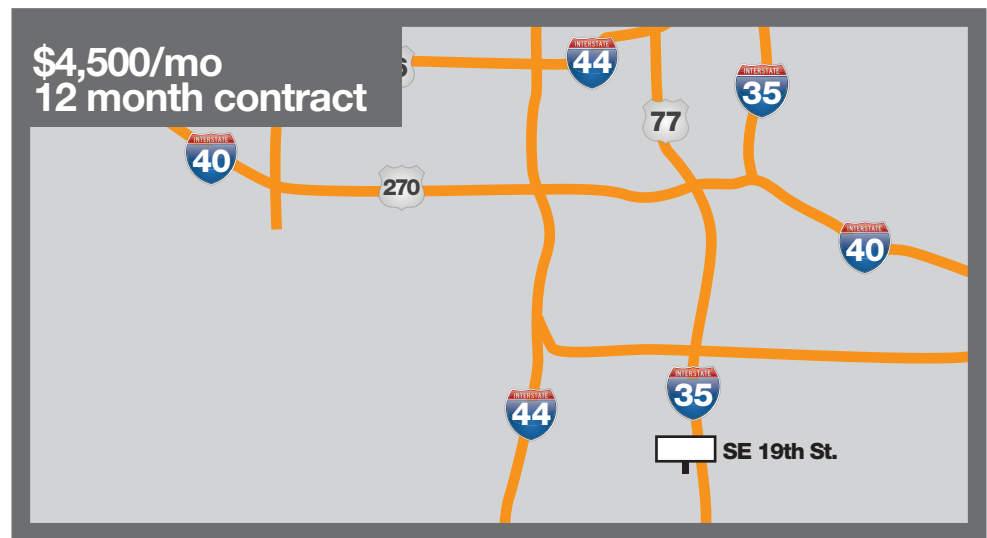
CLOSE-UP



APPROACH

MOORE: NORTH SIDE

- West side of I-35 @ 19th in Moore 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 9 feed)
- Daily traffic count – 97,400
- DEC – Daily Effective Circulation 63,310
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #911





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CLOSE-UP



APPROACH

MOORE: SOUTH SIDE

- West side of I-35 @ 19th in Moore 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 9 feed)
- Daily traffic count – 97,400
- DEC – Daily Effective Circulation 63,310
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #911

