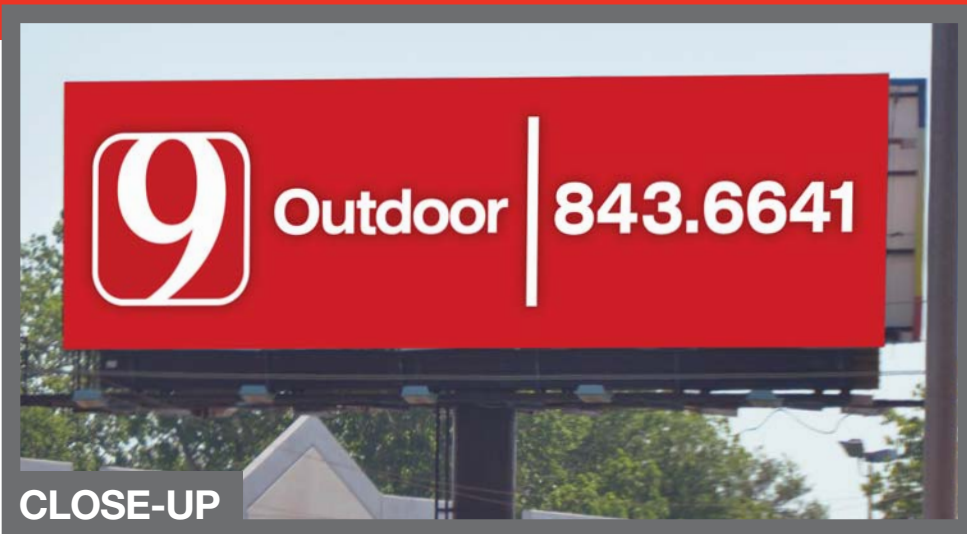




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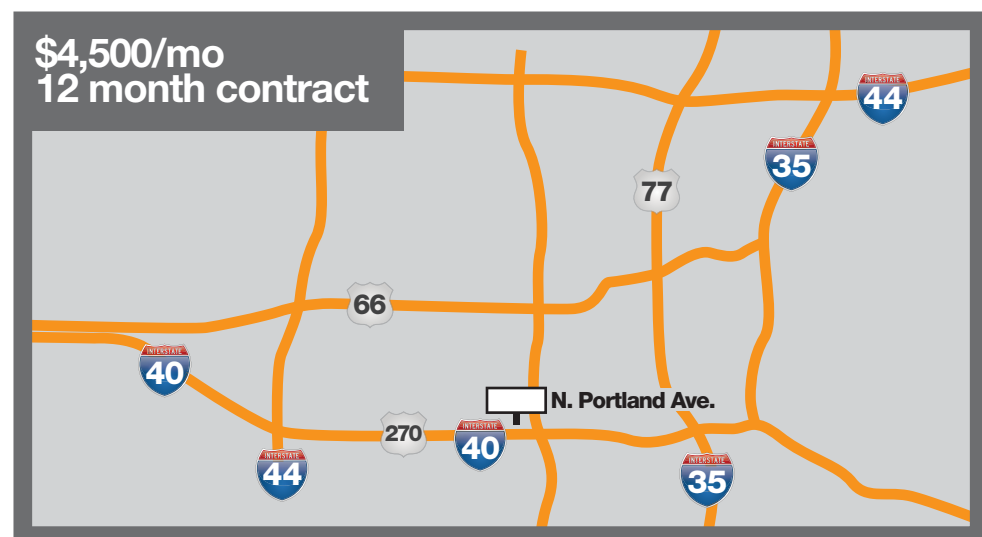
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PORTLAND: WEST SIDE

- North side of I-40 @ Portland facing West
- 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 – 98,800
- DEC – Daily Effective Circulation 64,220
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #902





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CLOSE-UP



APPROACH

PORTLAND: EAST SIDE

- North side of I-40 @ Portland facing East
- 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 – 98,800
- DEC – Daily Effective Circulation 64,220
- Flexibility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' & 48' Bulletin
- Panel #902

