



PANEL #902

# I-40 & Portland

Digital outdoor is one of the most nimble, flexible forms of media that hits your target audience with the right message at the right time. Plus, you control it all! Our real time, internet portal gives you the power and flexibility to tailor your message how you want it. Date, time, weather, the sky is the limit with digital outdoor.



- North side of I-40 west of 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)
- Weekly Impressions – 282,653
- Reach 189,380 ; 12.8%
- Frequency – 5.3
- Versatility – Start with minimum (3) pieces of art-day part scheduling for time sensitive issues
- 14' X 48' Digital Bulletin

TAB ID #30835321