

# 2019 Digital Billboard Program {Reference Sheet}

## **LOCATION:** 141 at Meramec Station Rd (near I-44)

- North-facing billboard
  - Faces Interstate 44; Visible to Southbound 141 drivers & I-44 drivers
- South-facing billboard
  - Faces towards Fenton; Visible to Northbound 141 drivers

## **AVAILABILITY/RECURRENCE/EXPOSURE:**

- 30 slots available on each side of the billboard (per 28-day cycle)
- Each slot appears for 10 seconds at a time; 40 times per 24-hour day; for 28 days
- Traffic counts approximately 250,000 per week in this area
- Reservations are awarded on a first come, first served basis

## **PRICING:**

- Annual = 13 cycles (\$100 per cycle = \$1300)
- Quarterly = 3 consecutive cycles (\$110/cycle = \$330)
- Monthly = (1) 28-day cycle (1 cycle = \$125)

## **CYCLE DATES:**

Dec 31 (2018) – Jan 27	May 20 – June 16	Sept 9 – Oct 6
Jan 28 – Feb 24	June 17 – July 14	Oct 7 – Nov 3
Feb 25 – March 24	July 15 – Aug 11	Nov 4 – Dec 1
March 25 – April 21	Aug 12 – Sept 8	Dec 2 – Dec 29
April 22 – May 19		

## **ADDITIONAL DETAILS:**

- You can purchase up to (2) slots per 28-day cycle
- You will have opportunity to change artwork each cycle if you choose
- Graphic design assistance is available for \$25/design – contact any of the following:
  - Copy Source - - Contact Elise Bess | Phone: 636-224-8044
  - Alphagraphics - - Contact Mesi Gebremichael | Phone: 636-529-1281
  - Speed-e-Way - - Contact Mick Kenner | Phone: 636-343-5330
- Annual commitments can be paid all at once or in two installments

## **REGISTRATION: You will choose which side of the billboard you wish to advertise on**

- Annual commitments: registration starts Monday (10/29)
- Quarterly commitments: registration starts November 12<sup>th</sup>
- Monthly billboard registrations start November 19<sup>th</sup>

**QUESTIONS?** Email: [kellyo@fentonmochamber.com](mailto:kellyo@fentonmochamber.com) | Call: 636-717-0200