



Location: Prospect Avenue & Eastland Drive, Bloomington IL

Sign Dimensions: 6 ft.tall x 10 ft. wide.

Exposure: East Face - 12,000 cars per day. West Face - 7,000 cars per day.

East Face - Right Hand Read. West Face - Left Hand Read.

DIAMOND - Ad displays 1,440 times a day (every minutes). Rotate up to 10 ads.

<u>Contract Term</u>	<u>Cost/Month – EAST</u>	<u>Cost/Month – WEST</u>
Annual - 12 Months	\$515	\$395
Semi-Annual - 6 Months	\$615	\$475
Month to Month	\$665	\$515

PLATINUM - Ad displays 720 times a day (every 2 minutes). Rotate up to 5 ads.

<u>Contract Term</u>	<u>Cost/Month – EAST</u>	<u>Cost/Month – WEST</u>
Annual - 12 Months	\$300	\$235
Semi-Annual - 6 Months	\$365	\$275
Month to Month	\$395	\$315

GOLD -Ad displays 480 times a day (every 3 minutes). Rotate up to 4 ads.

<u>Contract Term</u>	<u>Cost/Month – EAST</u>	<u>Cost/Month – WEST</u>
Annual - 12 Months	\$205	\$155
Semi-Annual - 6 Months	\$245	\$195
Month to Month	\$265	\$215

SILVER - Ad displays 360 times a day (every 4 minutes). Rotate up to 3 ads.

<u>Contract Term</u>	<u>Cost/Month – EAST</u>	<u>Cost/Month – WEST</u>
Annual - 12 Months	\$155	\$125
Semi-Annual - 6 Months	\$195	\$165
Month to Month	\$215	\$185

BRONZE - Ad displays 144 times a day (every 10 minutes). One ad.

<u>Contract Term</u>	<u>Cost/Month – EAST</u>	<u>Cost/Month – WEST</u>
Annual - 12 Months	\$70	\$50
Semi-Annual - 6 Months	\$85	\$65
Month to Month	\$105	\$85

Ad Specifics: jpg file, pixels tall X pixels wide at 72 dpi

All ads display for 10 seconds.