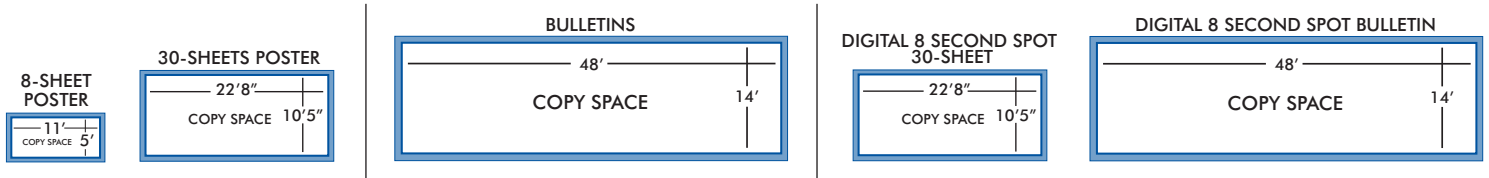


# BILLBOARD IS A COMMON TERM FOR POSTERS, BULLETINS AND DIGITAL 8 SECOND SPOT

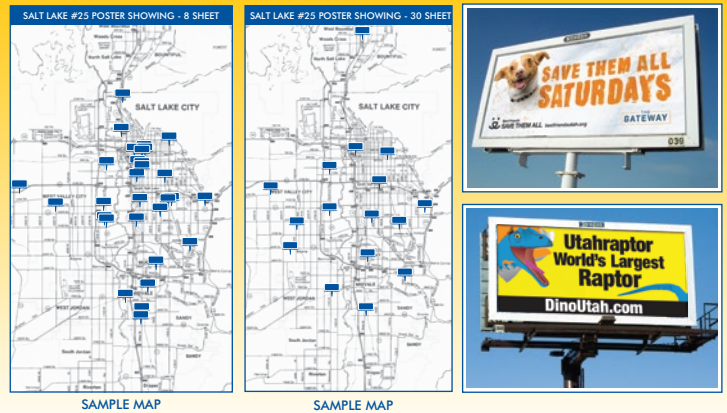


## POSTERS

Poster locations are on both I-15 and arteries.  
 Posters are sold for a minimum of 4 consecutive weeks = 1 Period.  
 Posters will remain in the same location for 4 consecutive weeks.  
 Advertiser's message is printed on one time use single sheet polyethylene.  
 Advertisers may change advertising message each period = 4 Weeks.  
 Advertisers select the desired number of posters to reach 25%, 50%, 75%, or 100% of a market daily.

A 25 Daily Gross Rating Point or DGRP of posters in Salt Lake will reach 236,693 adults everyday, which is 25% of Salt Lake's adult 18+ population of 946,773.  
 In 1 period, 4-weeks, (16) 30-Sheet posters in Salt Lake will reach 749,844 adults an average of 9.6 times. Gross Impressions are 6,627,404.  
 In 6 periods, (16) 30-Sheet posters in Salt Lake will reach 899,434 adults an average of 49 times. Gross impressions are 39,764,424

Posters create immediate awareness.  
 Posters blanket the market with an advertiser's message.  
 Posters provide geographic blanketing and brand awareness at a lower cost per thousand.  
 Poster campaigns deliver high reach and frequency with lower CPM.  
 Posters combined with other media will increase the number times a customer will see an advertiser's message without increasing the advertiser's budget.



## BULLETINS

Bulletin locations are on both I-15 and primary arteries.  
 Bulletins are sold for a minimum of 4 consecutive weeks.  
 Bulletins are generally purchased in multi-period contracts; one period = 4 consecutive weeks.  
 Bulletin artwork is printed on vinyl.  
 Advertisers' messages rotate to different bulletin structures throughout the market at stated intervals.

One I-15 bulletin in Salt Lake will on average reach 131,178 adults every day, which is 14% of Salt Lake's adult 18+ population. Gross impressions are 3,672,984  
 Over 6 periods a Salt Lake I-15 Bulletin will, on average, reach 888,712 adults 26 times.  
 One Salt Lake I-15/Artery bulletin will, on average, reach 78,500 adults every day, which is 9% of Salt Lakes' adult 18+ population. Gross impressions are 2,198,000  
 Over 6 periods a Salt Lake I-15/Artery Bulletin will, on average, reach 826,500 adults 13.8 times.

The advertiser's message, by moving to different bulletin locations, will reach both new geographic audiences and renew already reached customers.  
 Bulletins combined with other media will increase the number of times a customer will see an advertiser's message without increasing the advertiser's budget.



## DIGITAL 8 SECOND SPOT

Digital outdoor displays are located on both Interstates and primary arteries.  
 Reagan offers Advertisers 8 second spots.  
 Advertisers may purchase an 8 second spot on specific digital locations or an 8 second spot rotary package.  
 Reagan requires 24 hours in advance of posting time to change Advertisers creative message.  
 Digitals offer clients copy flexibility.

One digital 8 second spot in Salt Lake on average reach 9,067 adults every day, which is 1% of Salt Lake's adult population. Gross impressions are 253,876.

