

BILLBOARD TERMINOLOGY

BILLBOARD

A common term for posters, bulletins and digital 8 second spot. There are three standard formats:

30-SHEET POSTERS (22'8"X10'5")

30-Sheet posters are widely distributed throughout markets on arteries and I-15. Posters are purchased for four consecutive weeks. Clients contract for multiple periods

8-SHEET POSTERS (5X11 FEET)

8-Sheet posters are widely distributed throughout markets on primary and secondary arteries. Posters are purchased for four weeks. Clients contract for multiple periods.

BULLETINS (14X48 FEET)

Bulletins are usually purchased for a multi-period contract. A rotary bulletin moves an advertiser's message from one bulletin location to another at stated intervals, usually every 60-90 days.

DIGITAL 8 SECOND SPOT (14X48 FEET OR 22'8"X10'5")

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.

GROSS IMPRESSIONS:

The total gross impressions for a target audience delivered by an outdoor campaign.

GEOPATH:

Geopath audits provide accountability for the out-of-home billboard industry. Audited Geopath DEC's, the industry's basic unit of measurement, form a foundation for the planning, buying and selling process. When sales proposals are based on Geopath audited data, buyers can be confident that their decisions are founded in a fair and accurate representation of their billboard media options in a market. Billboard planners and buyers should insist on the media's use of Geopath audited data. The use of non-audited data can result in an unfair misrepresentation of the value of a plant's inventory relative to the rest of the market.

EXAMPLE:

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.

The Total Gross Impression for 1 period is 7,198,504, which is how many consumers saw your billboard in 4-weeks.

The Total Gross Impression for 6 periods is 43,191,024, which is how many consumers saw your billboard in 24 weeks.

In 6 periods, (16) 30-Sheet posters in Salt Lake will reach 899,434 adults an average of 49 times.

8 SHEET



30 SHEET



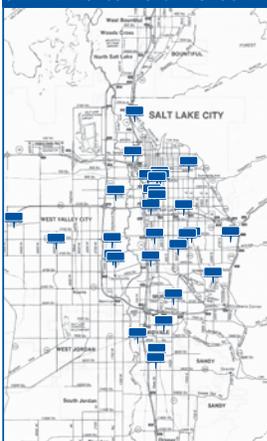
BULLETIN



DIGITAL 8 SECOND SPOT



SALT LAKE #25 POSTER SHOWING - 8 SHEET



SAMPLE MAP

SALT LAKE #25 POSTER SHOWING - 30 SHEET



SAMPLE MAP

ROTATION MAP



SAMPLE MAP

DIGITAL 8 SECOND SPOT LOCATIONS

