



MAIN STREET  
ALACHUA

DISCOVER THE GOOD LIFE

# Billboard Advertising

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QUOTES & LOCATIONS



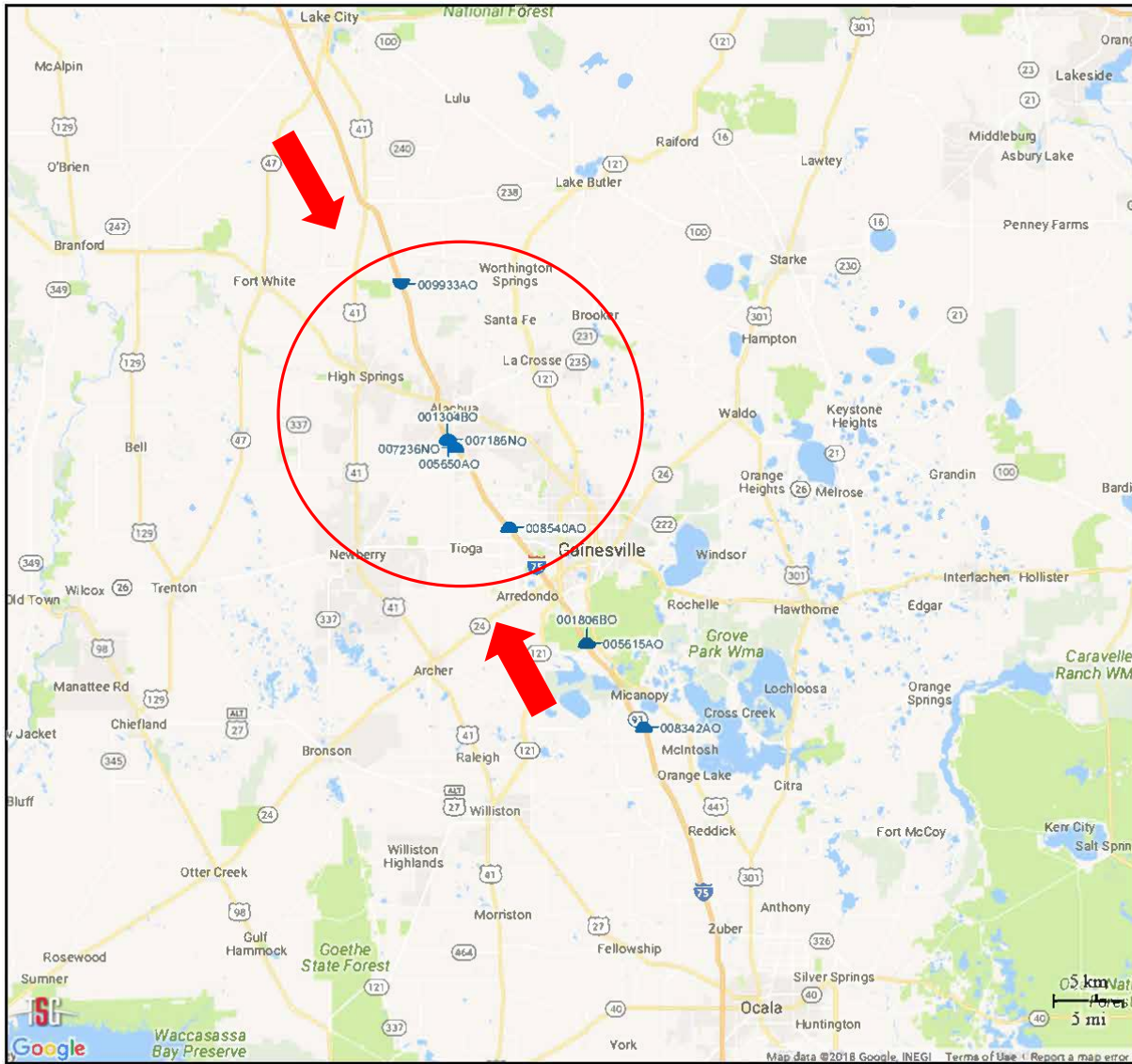
**ALACHUA** CRA  
COMMUNITY REDEVELOPMENT AGENCY

# Quote Packages

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- Clear Channel Outdoor\*
- Lamar Outdoor\*
- OUTFRONT Media

**\*Note:** Locations currently available from Lamar Outdoor and Clear Channel Outdoor do not “bookend” Alachua (i.e. they are not facing drivers headed towards Alachua from either Lake City or Gainesville).



## Orlando

### Proposal

Client: **City of Alachua**  
Proposal No.: 2707391  
AE: Landis, Jon  
Start: 05/21/2018  
End: 06/17/2018

 Bulletins



# Options

## Board facing south bound drivers headed towards Alachua from Lake City:

Inventory #	Size	Cost/4 weeks	Cost/52 weeks (annual)	Side of the Road	Direction Facing
9933AO	10'x40'	\$905.00	\$11,765.00	Right	North

## Boards facing north bound drivers headed towards Alachua from Gainesville:

Inventory #	Size	Cost/4 weeks	Cost/52 weeks (annual)	Side of the Road	Direction Facing
854OAO	10'x40'	\$1,705.00	\$22,165.00	Left	South
565OAO	12'x30'	\$1,705.00	\$22,165.00	Left	South
7236NO	12'x40'	\$1,125.00	\$14,625.00	Right	South
7186NO	12'x40'	\$925.00	\$12,025.00	Right	South
1304BO	10'x40'	\$1,335.00	\$17,355.00	Left	South



# Board Facing South Bound Drivers:

9933A

I-75 3.40 mi N/O CR 236 (mm 409) W/S F/N

Orlando



18+ Weekly Imp: 157,346

Size: 10'x40'

Area: Alachua

Zip Code: 32615

Material: Black Backed

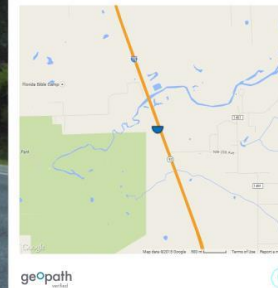
Extensions: Allowed

Illuminated: Yes

Latitude: 29.920923

Longitude: -82.556873

Spec Sheet: B5



Great commuter board located in scenic Alachua County. Easy access to shopping, antiques, restaurants, hotels, lakes, golf, boating, equestrian farms, and museums. The I-75 connects most of the larger cities located along the central and western portion of Florida State, from north of Jacksonville to Miami. This is a great location to target tourist traffic as well as commuters!

# Board Facing North Bound Drivers:

8540A

I-75 1.30 mi N/O SR 26 (mm 389) W/S F/S

Orlando



18+ Weekly Imp: 212,157

Size: 10'x40'

Area: Alachua

Zip Code: 32606

Material: Black Backed

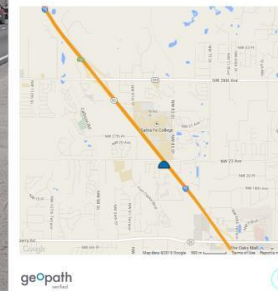
Extensions: Allowed

Illuminated: Yes

Latitude: 29.673577

Longitude: -82.432335

Spec Sheet: B5



Great commuter board located in scenic Alachua County. Easy access to shopping, antiquing, restaurants, hotels, lakes, golf, boating, equestrian farms, and museums. I-75 connects most of the larger cities located along the central and western portion of Florida, from Georgia to Miami. This is a great location to target tourist traffic as well as commuters.

635 W. Michigan Street, Orlando, FL 32805 | (407) 975-0202



# Board Facing North Bound Drivers:

7236N

I-75 3.50 mi S/O US 441; E/S F/S

Orlando



18+ Weekly Imp: 129,487

Size: 12'X40' - Bulletin

Area: Alachua

Zip Code: 32615

Material: Black Backed

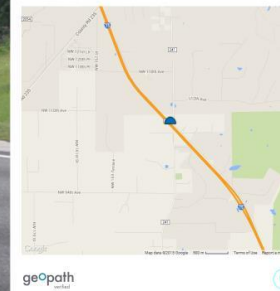
Extensions: Allowed

Illuminated: No

Latitude: 29.754602

Longitude: -82.494197

Spec Sheet: B7




Great commuter board located in scenic Alachua County. Easy access to shopping, antiquing, restaurants, hotels, lakes, golf, boating, equestrian farms, and museums. The I-75 connects most of the larger cities located along the central and western portion of Florida State, from north of Jacksonville to Miami. This is a great location to target tourist traffic as well as commuters!

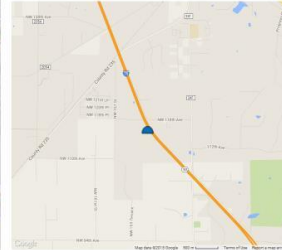
# Board Facing North Bound Drivers:

**5650A** I-75, 3.00 mi S/O US 441 (mm 397); W/S F/S

**Orlando**



**18+ Weekly Imp:** 122,660  
**Size:** 12'x30'  
**Area:** Alachua  
**Zip Code:** 32615  
**Material:** Black Backed  
**Extensions:** Allowed  
**Illuminated:** Yes  
**Latitude:** 29.761516  
**Longitude:** -82.503156  
**Spec Sheet:** B140

  
geopath

Great commuter board located in scenic Alachua County. Easy access to shopping, antiquing, restaurants, hotels, lakes, golf, boating, equestrian farms, and museums. The I-75 connects most of the larger cities located along the central and western portion of Florida State, from north of Jacksonville to Miami. This is a great location to target tourist traffic as well as commuters!

# Board Facing North Bound Drivers:

**1304B**

I-75 2.80 mi S/O US 441 (mm 400) W/S F/S

Orlando



**18+ Weekly Imp:** 134,940

**Size:** 10'x40'

**Area:** Alachua

**Zip Code:** 32615

**Material:** Black Backed

**Extensions:** Allowed

**Illuminated:** Yes

**Latitude:** 29.763223

**Longitude:** -82.504299

**Spec Sheet:** B5



geopath  
certified

Great commuter board located in scenic Alachua County. Easy access to shopping, antiquing, restaurants, hotels, golf, boating, equestrian farms, and museums. The I-75 connects most of the larger cities located along the central and western portion of Florida State, from north of Jacksonville to Miami. This is a great location to target tourist traffic as well as commuters!



# Board Facing North Bound Drivers:

7186N

I-75 1 mi N/O CR 241 E/S F/S

Orlando



18+ Weekly Imp: 126,437

Size: 12'X40' - Bulletin

Area: Alachua

Zip Code: 32615

Material: Black Backed

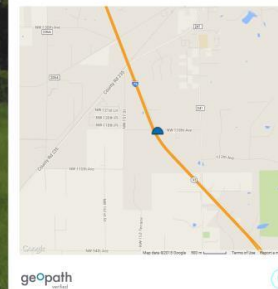
Extensions: Allowed

Illuminated: No

Latitude: 29.763288

Longitude: -82.502917

Spec Sheet: B7



High traffic interstate unit targeting drive traffic heading northbound from Tampa Bay or Orlando in Alachua County. This display captures a wide range of traffic consisting of tourists, students, and business commuters.



# Staff Recommendation

Inventory #	Size	Cost/4 weeks	Cost/52 weeks (annual)	Side of the Road	Direction Facing
7186NO	12'x40'	\$925.00	\$12,025.00	Right	South

- Located on I-75
- Billboard faces north bound drivers (drivers headed towards Alachua from Gainesville) on the right side of the road
- \$12,025 annual lease + \$518.14 production cost = **\$12,543.14 TOTAL**

7186N

I-75 1 mi N/O CR 241 E/S F/S

Orlando

18+ Weekly Imp: 126,437  
Size: 12'x40' - Bulletin  
Area: Alachua  
Zip Code: 32615  
Material: Black Backed  
Extensions: Allowed  
Illuminated: No  
Latitude: 29.763288  
Longitude: -82.502917  
Spec Sheet: B7





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- Located on I-75.
- Billboard faces north bound drivers (drivers headed towards Alachua) on the right side of the road
- \$12,025 annual lease + \$518.14 production cost = **\$12,543.14 TOTAL**

