

City Of Alachua

August 2, 2018

Clear Channel Outdoor

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Flight Name: F-928123

Start Date: September 3, 2018

Market Name: Gainesville, FL

End Date: September 1, 2019

Market Type: DMA

Duration: 52.00 Weeks

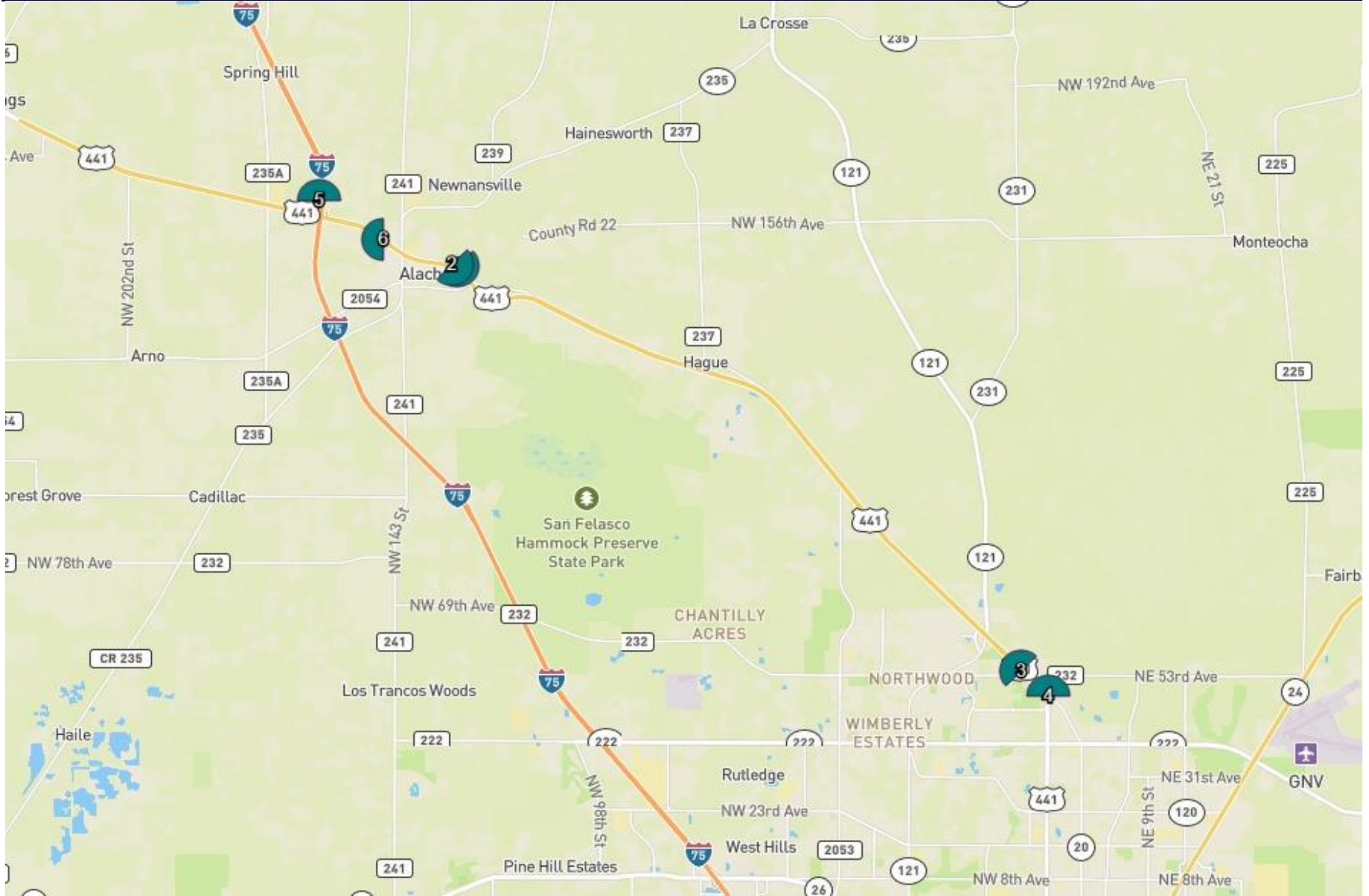
Comments:

Map Loc.#	Media Type	Panel ID	TAB ID	Location Description	Face Direction	Unit Size (h x w)	Illum.	4 - Week Rate Card	4-Wk Proposed Rate	Add'l Costs	Tax Amount	Total Price
1	Bulletin	002577	336975	US 441 ES 2.2mi E/O I-75 F/NW - 1	NW	12' x 40'	No	\$1,450	\$ 950	\$ 600	\$ 0.00	\$12,950
2	Bulletin	002579	336976	US 441 NS 2.1mi E/O I-75 F/NW - 1	NW	12' x 40'	No	\$1,300	\$1,000	\$ 600	\$ 0.00	\$13,600
3	Bulletin	002932	337038	US 441 13th St WS 150ft N/O 53rd St F/SE - 1	SE	10' x 40'	Yes	\$2,500	\$2,000	\$ 500	\$ 0.00	\$26,500
4	Bulletin	008031	337233	US 441 13th St ES 0.05mi S/O SR 20 F/S - 1	S	10' x 40'	Yes	\$1,700	\$1,350	\$ 500	\$ 0.00	\$18,050
5	Bulletin	008055	337252	I-75 WS 0.1mi N/O US 441 F/S - 1	S	10' x 40'	No	\$1,250	\$ 500	\$ 500	\$ 0.00	\$7,000
6	Bulletin	070420	337934	US 441 NS 1mi E/O I-75 F/E - 1	E	10' x 40'	Yes	\$1,550	\$1,000	\$ 500	\$ 0.00	\$13,500

Target Demo - 18+ yrs All

Map Loc.#	Panel ID	Tab ID	Weekly Total 18+ Imps	Plan Target In-Market Imps	Weekly TRP	Plan TRP	CPM	CPP	Plan Reach %	Plan Frequency
1	002577	336975	42,886	1,580,258	10.8	561.7	\$7.82	\$22	14.4	39.0
2	002579	336976	43,492	1,602,575	11.0	569.6	\$8.11	\$23	14.4	39.5
3	002932	337038	82,366	3,023,766	20.7	1074.8	\$8.60	\$24	26.5	40.5
4	008031	337233	77,007	2,983,054	20.4	1060.3	\$5.88	\$17	21.6	49.0
5	008055	337252	92,494	3,259,729	22.3	1158.6	\$1.99	\$6	31.0	37.3
6	070420	337934	80,405	3,020,531	20.6	1073.6	\$4.30	\$12	22.1	48.5
		Totals	418,650	15,469,913	105.7	5498.6	\$5.71	\$16	70.1	78.4

F-928123 (OCA)  **Clear Channel Outdoor**



002577 – Ocala/Gainesville

 Clear Channel Outdoor

Description: US 441 ES 2.2mi E/O I-75 F/NW - 1

TAB Panel ID: 336975

Media Type: Bulletin

Facing: NW

Size: 12' x 40'

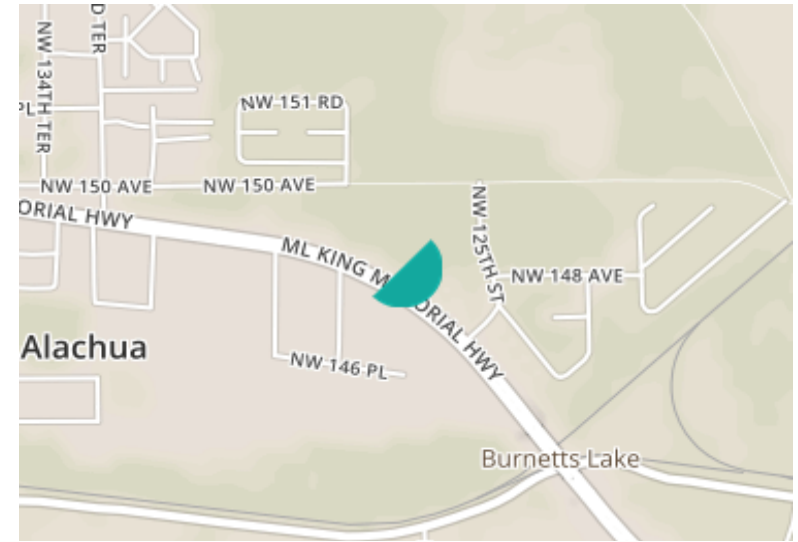
City: ALACHUA

Zip: 32615

Latitude: 29.790899000

Longitude: -82.480808000

Current Advertiser: Exxon Mobil Corporation



Weekly Impressions Gainesville, FL (DMA)

Demo	In Market	Total
18+ yrs - All	30,390	42,886

Highlights: US441 is the main road through Alachua. Targets Alachua residents as well as people headed toward Gainesville. Non-Illuminated

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002579 – Ocala/Gainesville

 Clear Channel Outdoor

Description: US 441 NS 2.1mi E/O I-75 F/NW - 1

TAB Panel ID: 336976

Media Type: Bulletin

Facing: NW

Size: 12' x 40'

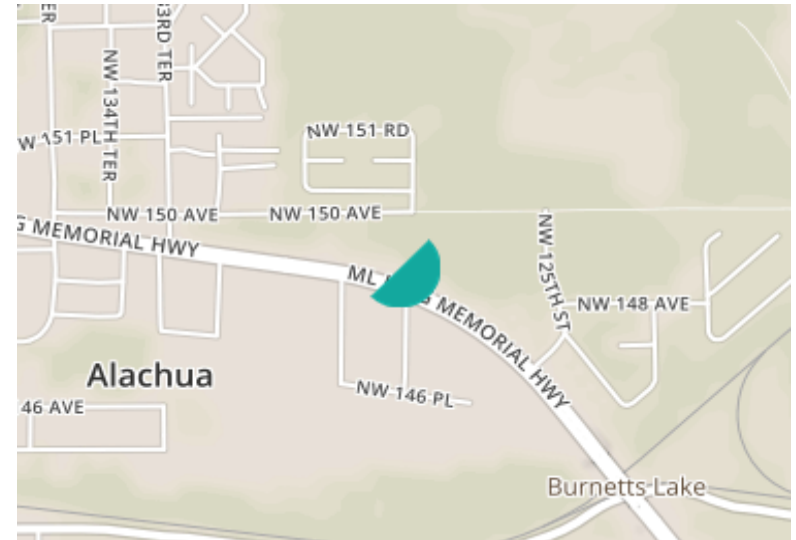
City: ALACHUA

Zip: 32615

Latitude: 29.791422000

Longitude: -82.482240000

Current Advertiser: LIFE/CAN, Inc



Weekly Impressions Gainesville, FL (DMA)

Demo
18+ yrs - All

In Market
30,819

Total
43,492

Highlights: US441 is the main road through Alachua. Targets Alachua residents as well as people headed toward Gainesville. Non-Illuminated

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002932 – Ocala/Gainesville

 Clear Channel Outdoor

Description: US 441 13th St WS 150ft N/O 53rd St F/SE - 1

TAB Panel ID: 337038

Media Type: Bulletin

Facing: SE

Size: 10' x 40'

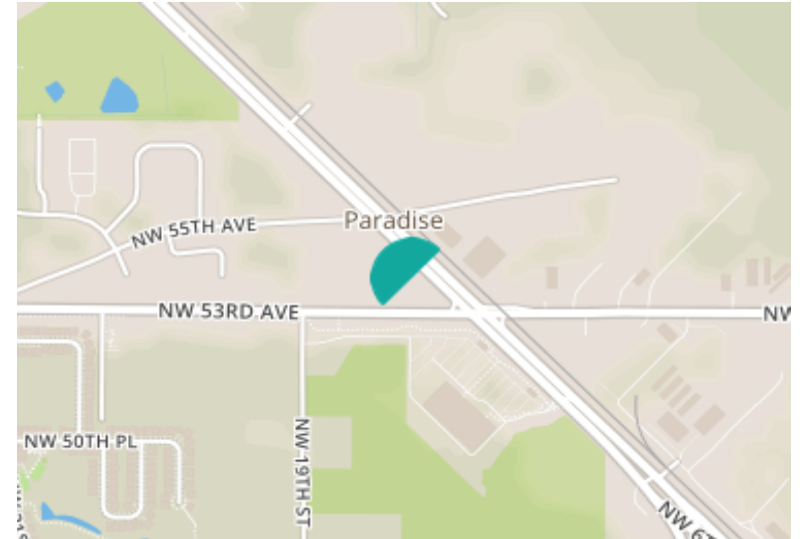
City: GAINESVILLE

Zip: 32653

Latitude: 29.704006000

Longitude: -82.345153000

Current Advertiser: Exxon Mobil Corporation



Weekly Impressions Gainesville, FL (DMA)

Demo
18+ yrs - All

In Market
58,149

Total
82,366

Highlights: 14th St. is a main north/south thoroughfare in Gainesville. Targets a local commercial area as well as traffic headed out of Gainesville to the north.
Illuminated

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008031 – Ocala/Gainesville

 Clear Channel Outdoor

Description: US 441 13th St ES 0.05mi S/O SR 20 F/S - 1

TAB Panel ID: 337233

Media Type: Bulletin

Facing: S

Size: 10' x 40'

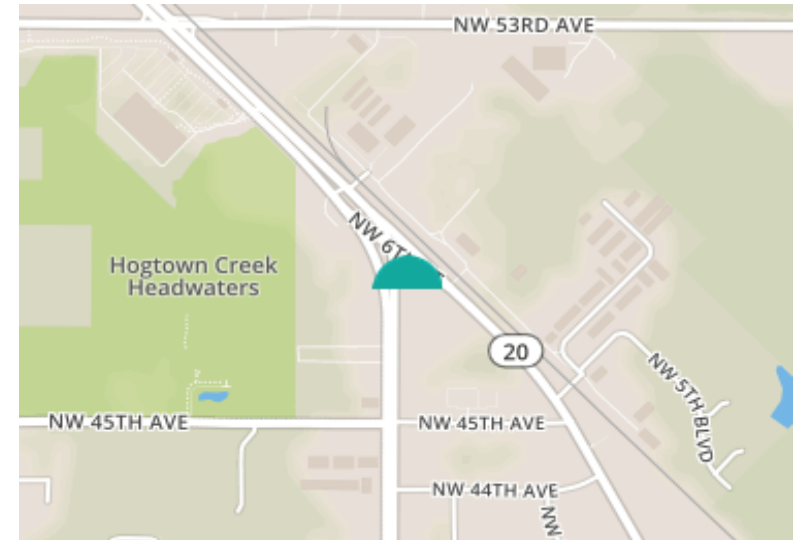
City: GAINESVILLE

Zip: 32609

Latitude: 29.698608000

Longitude: -82.338672000

Current Advertiser: Florida Outdoor Advertising Association



Weekly Impressions Gainesville, FL (DMA)

Demo	In Market	Total
18+ yrs - All	57,366	77,007

Highlights: 14th St. is a main north/south thoroughfare in Gainesville. Targets a local commercial area as well as traffic headed out of Gainesville to the north.
Illuminated

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008055 – Ocala/Gainesville

 Clear Channel Outdoor

Description: I-75 WS 0.1mi N/O US 441 F/S - 1

TAB Panel ID: 337252

Media Type: Bulletin

Facing: S

Size: 10' x 40'

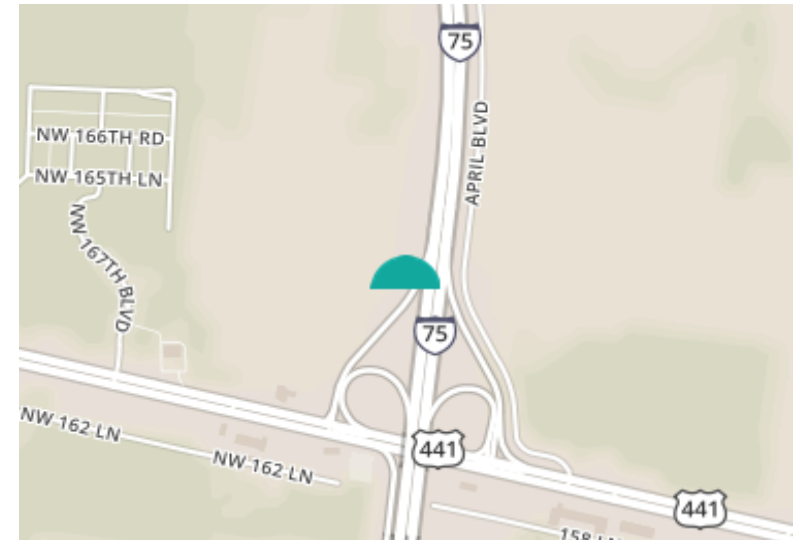
City: ALACHUA

Zip: 32615

Latitude: 29.804980000

Longitude: -82.514142000

Current Advertiser: Legal Advertising LLC



Weekly Impressions Gainesville, FL (DMA)		
Demo	In Market	Total
18+ yrs - All	62,687	92,494

Highlights: I-75 is the major route into and through Florida for tourists, snowbirds and commercial travelers. It is often referred to as "The Gateway To Florida". This bulletin targets tourists and commercial travelers heading north toward Georgia. It's also great for reaching commuters who live/work in Gainesville or Lake City. Non-Illuminated

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070420 – Ocala/Gainesville

 Clear Channel Outdoor

Description: US 441 NS 1mi E/O I-75 F/E - 1

TAB Panel ID: 337934

Media Type: Bulletin

Facing: E

Size: 10' x 40'

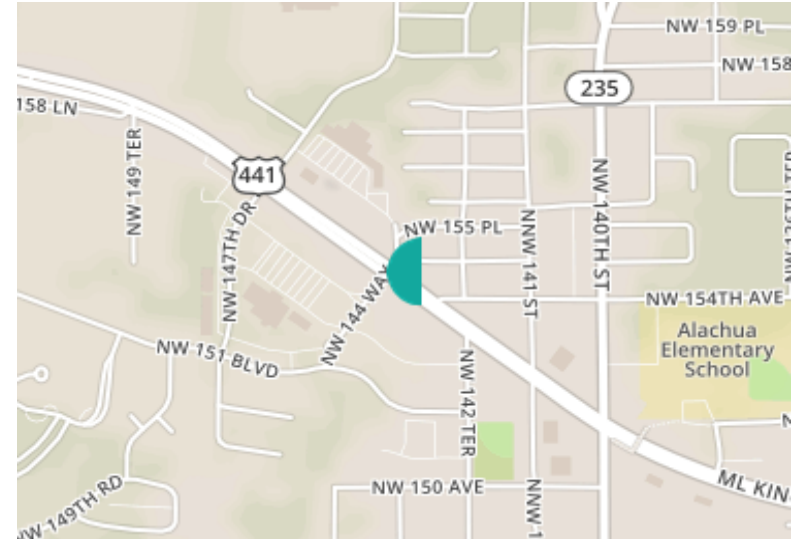
City: ALACHUA

Zip: 32615

Latitude: 29.796578000

Longitude: -82.498419000

Current Advertiser: T-Mobile USA, Inc dba Metro PCS



Weekly Impressions Gainesville, FL (DMA)

Demo
18+ yrs - All

In Market
58,087

Total
80,405

Highlights: US 441 is the main street through the town of Alachua. This bulletin is located in Alachua's business district.

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