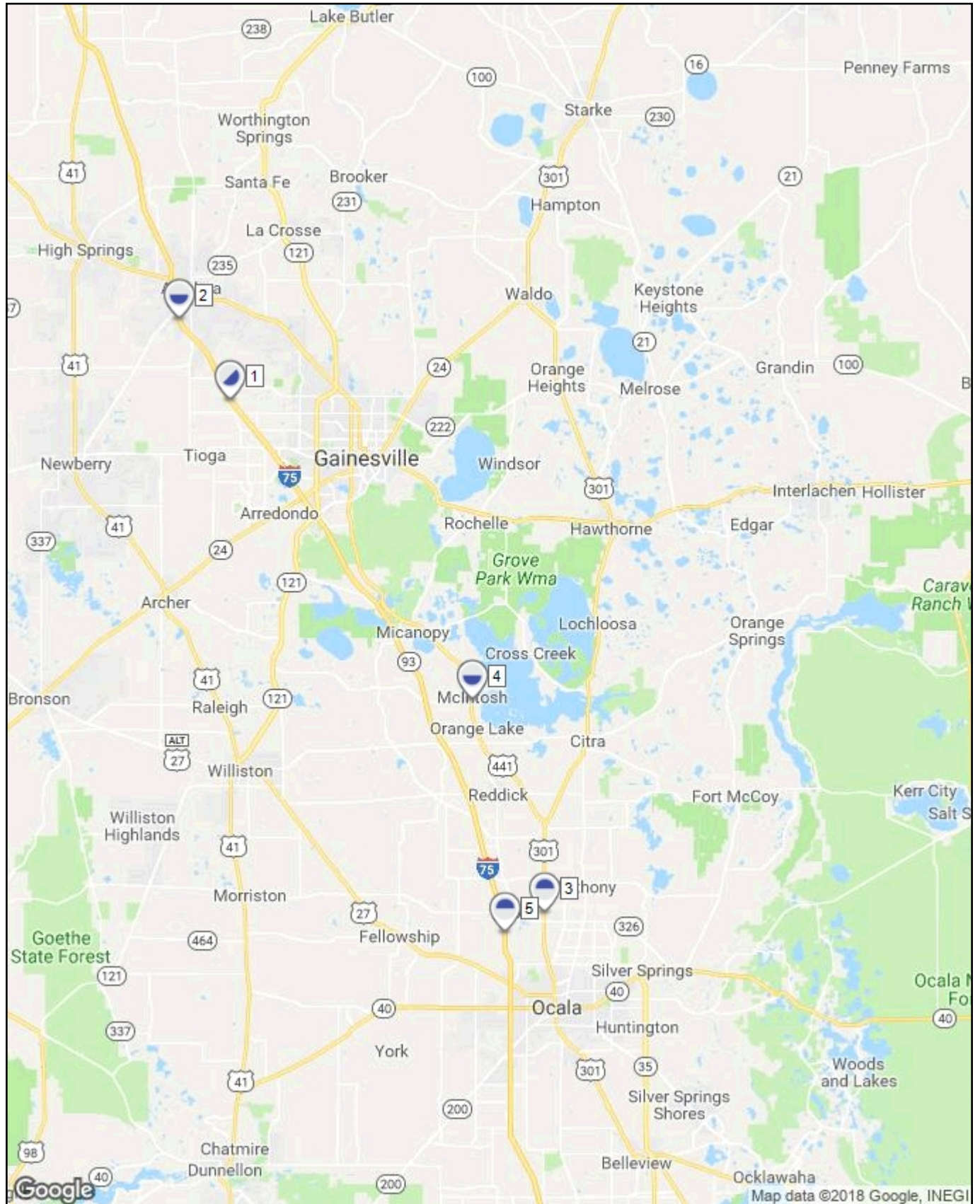




CITY OF ALACHUA 7-17-18

Map #1





CITY OF ALACHUA 7-17-18

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	2819	233972	Permanent Bulletin / Regular	North West	14' 0" x 40' 0"	131636	NO
Location: I-75 W/S 4 MI N/O SR 26 Current Advertiser: TRY FLORIDA WINE Rate: \$950								
	2	2529	233694	Permanent Bulletin / Regular	North	12' 0" x 32' 0"	123955	NO
Location: I-75 W/S 2.4 MI. S/O US 441 Current Advertiser: OPTIMUM RV Rate: \$750								
	3	4407	606206	Permanent Bulletin / Regular	South	10' 6" x 36' 0"	60588	YES
Location: US 441 E/S 835' S/O CR 326 Current Advertiser: NEWPORT HAY NORTH Rate: \$500								
	4	2991	234112	Permanent Bulletin / Regular	North	10' 0" x 40' 0"	17227	NO
Location: US 441 E/S 2.1 MI. N/O CR 318 Rate: \$400								
	5	3229	234203	Permanent Bulletin / Regular	South	10' 6" x 36' 0"	183791	YES
Location: I-75 W/S 2.3 MI N/O US 27 Current Advertiser: NEWPORT HAY NORTH Rate: \$1300								
Total Weekly Impressions: 517197								



Location # 1



Advertising Strengths: I-75 just north of Gainesville Exits. Oaks Mall, Retail Stores, Chain Restaurants, Fast Food and Gas Stations. Main Artery into University of Florida.

Market: GAINESVILLE
Panel: 2819

TAB Unique ID: 233972
Location: I-75 W/S 4 MI N/O SR 26
Lat/Long: 29.6982/-82.4563
Media/Style: Permanent Bulletin/Regular
***Weekly Impressions:** 131636
Panel Size: 14' 0" x 40' 0" [Spec Sheet](#)
Vinyl Size: 15' 0" x 41' 0"
Facing/Read: North West/Right
Illuminated: NO
Rate: \$950
Current Advertiser: TRY FLORIDA WINE

*Impression values based on: 18+ yrs





Location # 2



Advertising Strengths: I-75 into the Alachua and Gainesville Exits. Oaks Mall, Retail Stores, Chain Restaurants, Fast Food and Gas Stations. Main Artery into University of Florida. Right hand read.

Market: **GAINESVILLE**
Panel: **2529**

TAB Unique ID: 233694
Location: I-75 W/S 2.4 MI. S/O US 441
Lat/Long: 29.7679/-82.5063
Media/Style: Permanent Bulletin/Regular
***Weekly Impressions:** 123955
Panel Size: 12' 0" x 32' 0" [Spec Sheet](#)
Vinyl Size: 13' 0" x 33' 0"
Facing/Read: North/Right
Illuminated: NO
Rate: \$750
Current Advertiser: OPTIMUM RV

*Impression values based on: 18+ yrs



Location # 3



Advertising Strengths: Located within 1000' for a traffic light for travelers heading to Gainesville or I-75. Grocery, Gas

Market:	OCALA
Panel:	4407
TAB Unique ID:	606206
Location:	US 441 E/S 835' S/O CR 326
Lat/Long:	29.2573/-82.1517
Media/Style:	Permanent Bulletin/Regular
*Weekly Impressions:	60588
Panel Size:	10' 6" x 36' 0" Spec Sheet
Vinyl Size:	11' 6" x 37' 0"
Facing/Read:	South/Right
Illuminated:	YES
Rate:	\$500
Current Advertiser:	NEWPORT HAY NORTH

*Impression values based on: 18+ yrs



Ocala, FL | 800-676-2252

Physical Address: 2065 N.W. 57th Street, Ocala, FL 34475
Mailing Address: 2065 N.W. 57th Street, Ocala, FL 34475



Location # 4



Advertising Strengths: Located in long stretch of 441. Targets commuters into Ocala area. 2 miles from 318, near popular rest stop area and I-75. Horse country, retirement communities, fishing, commuters.

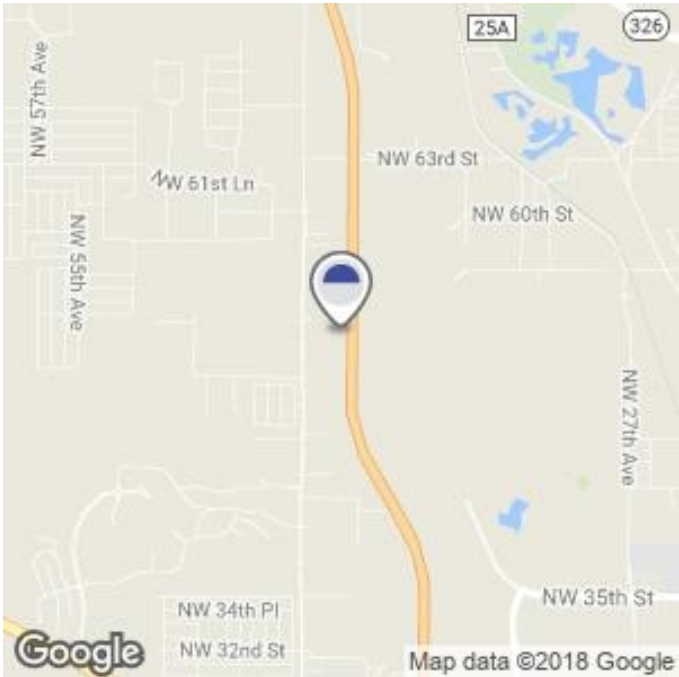
Market:	GAINESVILLE
Panel:	2991
TAB Unique ID:	234112
Location:	US 441 E/S 2.1 MI. N/O CR 318
Lat/Long:	29.4404/-82.2222
Media/Style:	Permanent Bulletin/Regular
*Weekly Impressions:	17227
Panel Size:	10' 0" x 40' 0" Spec Sheet
Vinyl Size:	11' 0" x 41' 0"
Facing/Read:	North/Left
Illuminated:	NO
Rate:	\$400

*Impression values based on: 18+ yrs





Location # 5



Advertising Strengths: Located on main Florida artery, I-75, this illuminated left hand read is just north of Ocala's 3 main exits, targeting traffic toward Gainesville. Gas Stations, Fast Food, Commuters.

Market:	OCALA
Panel:	3229
TAB Unique ID:	234203
Location:	I-75 W/S 2.3 MI N/O US 27
Lat/Long:	29.2403/-82.1908
Media/Style:	Permanent Bulletin/Regular
*Weekly Impressions:	183791
Panel Size:	10' 6" x 36' 0" Spec Sheet
Vinyl Size:	11' 7" x 36' 7"
Facing/Read:	South/Left
Illuminated:	YES
Rate:	\$1300
Current Advertiser:	NEWPORT HAY NORTH

*Impression values based on: 18+ yrs

