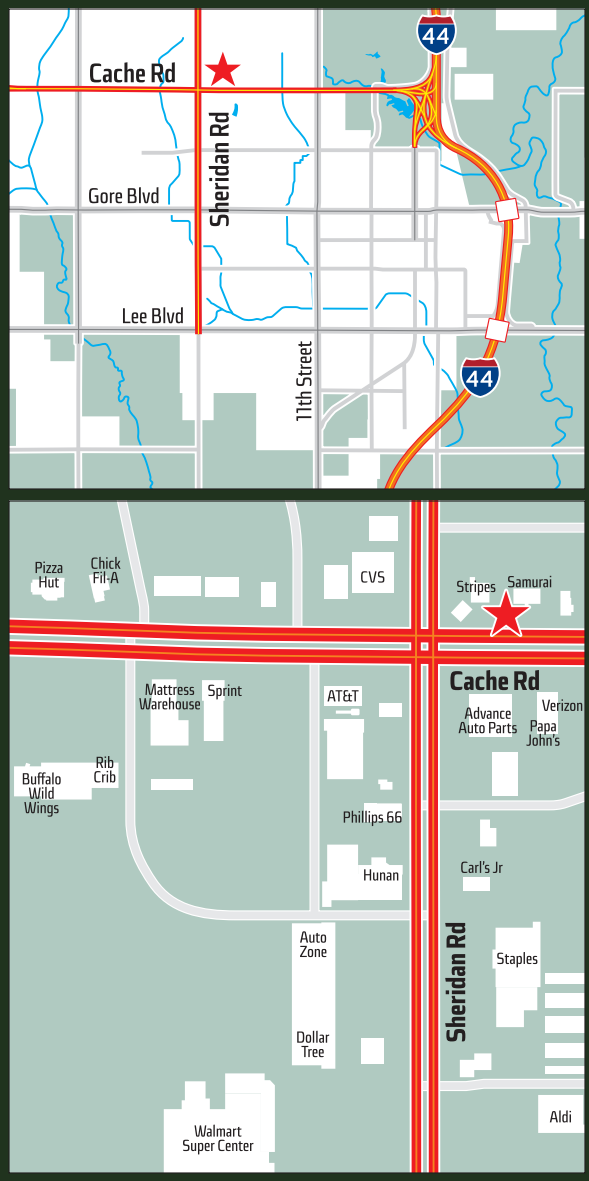


BILLBOARD LOCATION MAP



1344 SE FIRST STREET • LAWTON, OKLAHOMA 73501
580-353-2227 • 800-460-0328

1344 SE First Street
Lawton, Oklahoma 73501

ARROW OUTDOOR



DIGITAL ADVERTISING



DIGITAL OUTDOOR ADVERTISING IN LAWTON'S BUSIEST INTERSECTION



ARROW OUTDOOR

How It Works

The Digital Billboard runs a two minute loop, consisting of 15 slots, 8 seconds each. Each slot plays 30 times per hour, 20 hours a day. The sign shuts down 4 hours each night between 1:00am and 5:00am.

CACHE+SHERIDAN BILLBOARD RATE

NUMBER OF SLOTS	MONTHLY RATE	MONTHLY RATE	MONTHLY RATE
	1 YEAR	6 MONTHS	1-5 MONTHS
1	\$650	\$675	\$700
ADDITIONAL SLOTS	\$600	\$625	\$650

AD REPETITION TABLE

SLOTS	AD PLAYS EVERY TWO MINUTES	AD PLAYS PER HOUR	AD PLAYS PER DAY	AD PLAYS PER MONTH
1	1	30	600	18000
2	2	60	1200	36000
3	3	90	1800	54000
4	4	120	2400	72000

REACH

**CACHE ROAD DOT COUNT:
41000 PEOPLE DAILY.**

Figures based on current DOT metered count averaging 1.3 people per vehicle.

CHANGES

We update the signs as needed. You can change your ads as often as every week. You can run up to three different ads per slot.


BRYAN M. JESTER, LEASING MANAGER

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