


# DIGITAL BULLETIN

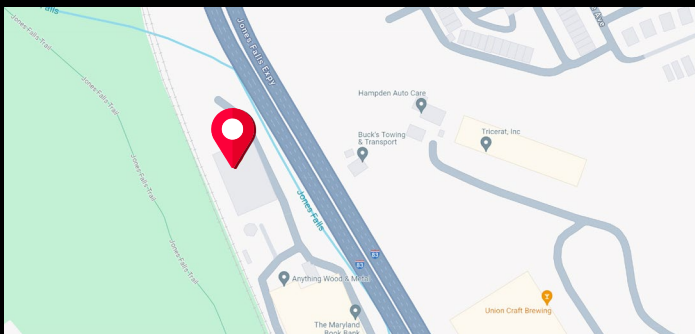
# BAL-514

GEOPATH ID: 30673744

 1800 Union Avenue  
Baltimore, MD 21211

**I-83/Jones Falls Expressway- ¼ Mile North of 41<sup>st</sup> Street F/S** - This major expressway heading North takes commuters and visitors out of Baltimore City to the suburbs of Baltimore County, as well, to Pennsylvania. After a day of working, eating, theatre or ballgames this is the route home. Afternoon rush hour slows to a crawl giving this long nearly 3/8 mi. LHR even more dwell time. As you approach the board it appears to be closer and closer to the road and will be the last sign you will see. I-83 dumps you onto I-695 where there are no billboards and leads you to I-83 towards Pennsylvania where there are no billboards for 40 miles.

<b>Size:</b> 14'H x 48'W	<b>Weekly IMPs:</b> * 288,804	<b>Facing:</b> South
<b>Latitude:</b> 39.33777	<b>Longitude:</b> -76.647483	<b>Read:</b> Left-hand



\*Geopath Audited.



DC Office: 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com



**Location:** 1800 Union Avenue | **Area:** Baltimore | **Substrate:** Digital

## Art/Production Guidelines

### SIZE & PRODUCTION

We recommend creating content in the same pixel dimensions as the display...**242H x 858W**  
8 second spot / 64 second loop

**COLOR MODE:** RGB      **RESOLUTION:** 72 DPI

**RECOMMENDED FORMAT:** PNG, BMP, JPEG

**FRAME RATE:** 29.97 FPS      **COLOR DEPTH:** 24 Bit RGB

➤ **MAX OF 3 CREATIVES PER SPOT PURCHASED**

**TERM** The icon shows a calendar page with the number "4" and the word "WEEKS" below it, all within a square frame.

### SHIPPING

John@capitoloutdoor.com

