


DIGITAL BULLETIN

BAL/DC-035

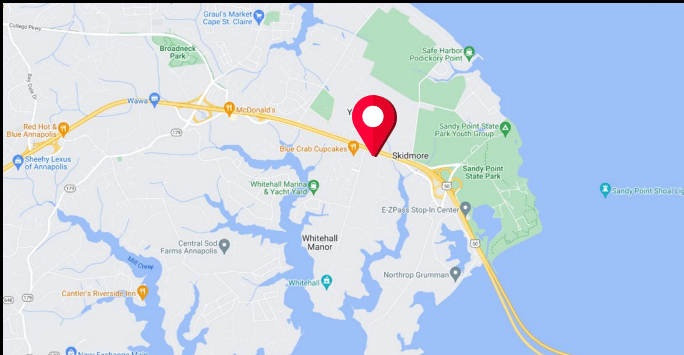
GEOPATH ID: 30647487

 1007 Skidmore Drive
Annapolis, MD 21409

Digital sign on Route 50 at the Chesapeake Bay Bridge – the gateway to the Eastern Shore from those from Baltimore, Washington, Hagerstown and Harrisburg as they head to Ocean City, Assateague, Chincoteague, Rehoboth, Bethany... and all the most popular beach destinations!

This sign often sees bumper-to-bumper traffic jams and back-ups for miles! This unit SWIVELS to face the peak traffic, faces East 6am-10am and west 10am-6am. DEC 112,700

Size: 12'H x 25'W	Weekly IMPs: 118,171	Facing: Multiple
Latitude: 39.02140265	Longitude: -76.42127344	Read: Multiple



"THE SWIVEL"

Faces EAST 6 AM – 10 AM (4 hours)
Faces WEST 10 AM – 6 AM (20 hours)



DC Office: 202.337.1839



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CapitolOutdoor.com



Location: 1007 Skidmore Drive | **Area:** Annapolis | **Substrate:** Digital

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Faces WEST 10am – 6am (20 hours). This heavily traveled route is well-known for traffic congestion, because the massive 4.3-mile-long bridge is part of US-50 and R-301, and a crucial link between the Baltimore-Washington Area, and Maryland's Eastern Shore.

Art/Production Guidelines



SIZE & PRODUCTION

12 feet tall by 25 feet wide. Digital billboard. For complete production specifications, please see the next page or email John Polis at john@capitoloutdoor.com.

SIZE: 180 H x 450 W

COLOR MODE: RGB

RESOLUTION: 72 DPI

RECOMMENDED FORMAT: PNG, JPEG, BMP

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

TERM 
4
WEEKS



DELIVERY

Email files to John Polis at john@capitoloutdoor.com

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Advertising Guidelines / Information

Our digital billboard displays up to 6 advertisers per loop with 8 second slots. Your ad will be seen a minimum of once every 64 seconds continuously throughout the period of illumination. Our digital sign is located on RTE 50 in Anne Arundel County, right before the Bay Bridge eastbound, and the sign has the ability to rotate so that it can face the highest volume of traffic, either eastbound or westbound on RTE 50. You will have access to an average of 112,700 views per day for your advertisement.

Benefits

- **Flexible** – Engage and develop a dialogue with consumers through unlimited creative executions
- **Time Sensitive** – Instantaneous creative updates and ability to respond in real-time to current events and market conditions
- **Targeted** – Impact local audience close to the point of sale
- **Efficient** – Optimize and spend and work into your overall media plan to enhance ROI
- **Service Oriented** – Proprietary software enabling 24/7 advertiser content control