


# DIGITAL BULLETIN

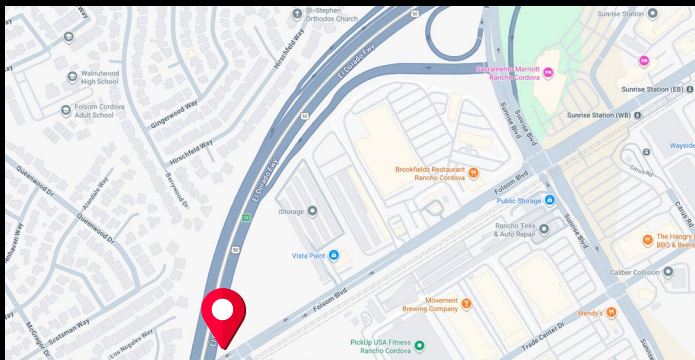
# SAC-1011

GEOPATH ID: TBD

 US Rte 50 - El Dorado Frwy/Folsom Blvd  
Rancho Cordova, CA 95670

Digital bulletin showing to El Dorado Freeway. This major highway serves as a vital artery, linking the Sacramento area to the Sierra Nevada mountains and the historic Gold Rush towns of El Dorado County. Situated in the Sacramento metro area, it's considered a gateway to California's Gold Country. The city boasts a thriving beverage industry in its "Barrel District" and offers access to outdoor recreation on the American River and Lake Natoma, with activities like whitewater rafting and non-motorized boating. Rancho Cordova is a large employment center in the region, known for its agriculture in the surrounding counties and a growing beverage scene.

<b>Size:</b> 14'H x 48'W	<b>Weekly IMPs:</b> TBD	<b>Facing:</b> TBD
<b>Latitude:</b> TBD	<b>Longitude:</b> TBD	<b>Read:</b> Multiple



DC Office: 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com



CAPITOL



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**Location:** US Route 50 – El Dorado Frwy | **Area:** Rancho Cordova | **Substrate:** Digital



3286 M Street, NW 3rd Floor, Washington, DC 20007



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## 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 / 8 ads

**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**   
**WEEKS**

**SHIPPING**  
TBD

