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General Outdoor Advertising

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General Outdoor Advertising **Inland Empire Digital Rotate Programs**

The General Outdoor Digital Rotary program offers extensive market coverage on major freeways in San Bernardino County, Riverside County, or throughout the Inland Empire; but without the expense of a market wide campaign. The concept is similar to the traditional bulletin or poster rotary program but with the response, flexibility, and dynamic advantages of digital panels. A digital rotary program rotates your advertisement every minute of every day throughout the network. This provides continuous and balanced market wide coverage for the duration of your campaign.

Digital Rotary:

Screens in the General Outdoor network operate on an :08 second interval with advertising slots cycling 24 hours a day (about 1400 times daily). On a regular digital bulletin program the ad slots cycle on the same screen for the duration of your campaign, producing reinforcement or targeted market impact. With the Digital Rotary program, your campaign alternates between the various screens that make up the program on every ad cycle, allowing you to reach new markets and new customers every single minute!

Advertising Flexibility:

Rotary slots have all of the same advertising options as other digital campaigns. This includes the flexibility to change creative on all or specific locations frequently. Changes can be prescheduled or spontaneous and usually post within 1 business day. Multiple slides that alternate as your slot cycles throughout the day. And the capability of using dynamic data so your advertisements are always "up to the minute."

Additionally, each screen in the program can have its' own specific slides and schedule that is unique to the sign location.

Market Coverage:

Two Rotary Programs are offered, one for San Bernardino County targeted coverage, and the other for Riverside County. Each program offers considerable market coverage on major freeways in the county, especially in commuter and busy retail areas. See map for specific locations.

San Bernardino County Rotary Program has a cumulative D.E.C. of 635,250. The GeoPath (TAB) audited impressions for this program are 361,781 per week (Adults 18+).

Riverside County Rotary Program has a cumulative D.E.C. of 748,270. The GeoPath audited impressions are 532,048 per week.

The two programs can be combined into the comprehensive Inland Empire Rotary Program. The I.E Rotary offers extensive coverage with a cumulative D.E.C. of over 1.38 million and nearly 900,000 weekly impressions!

Contact a sales rep for details. Look forward to working with you!



★ San Bernardino Co. Rotary

1. 210 Fwy South Line, at Riverside Ave.
Rialto
West Face 14x48 (Rialto-2W)
2. I-15 Fwy East Line, between Foothill & 4th St.
Rancho Cucamonga
North Face 14x48 (Rancho-1N)
3. I-10 Fwy North Line, at Etiwanda Ave.
Fontana
East Face 14x48 (Fontana-2E)
4. 60 Fwy North Line, East of Vineyard Ave.
Ontario
West Face 14x48 (Ontario-1W)
5. I-15 Fwy West Line, South of 60 Fwy
Eastvale
South Face 14x48 (Eastvale-1S)

★ Riverside Co. Rotary

- A. I-15 Fwy West Line, South of 60 Fwy
Eastvale
North Face 14x48 (Eastvale-1N)
- B. 91 Fwy North Line, West of I-15
Corona
West Face 14x48 (Corona-3W)
- C. 91 Fwy North Line, West of I-15
Corona
East Face 14x48 (Corona-3E)
- D. I-15 Fwy East Line, South of I-15
Corona
North Face 14x48 (Corona-4N)
- E. I-15 Fwy West Line, North of Diamond Dr.
Lake Elsinore
South Face 14x48 (Elsinore-1S)
- F. 215 Fwy West Line, North of Hwy 74 West / 4th St
Perris
South Face 14x48 (Perris-1S)