

OPERATIONAL SPECIFICATIONS

GET NOTICED

Over the course of a month, more than 5.5 million cars will pass by the new digital display located off of Highway 101. This is a great way for an organization to gain exposure to a high concentration of travelers. About 4 in 10 adults that have seen a billboard or other out-of-home media in a given month will talk about the ad with others.

RUN-TIME

The digital display will be running 10 ads/minute, which runs each ad for 6 seconds.

OPERATIONAL RUNS

From 5am - 3am.

THE IMPACT OF OUTDOOR

The impact of outdoor advertising can be enormous when used correctly. Some research to keep in mind:

- Over two-thirds (69%) of travelers make purchasing decisions outside of their home
- 82% of billboard viewers look at the message advertised
- On average, a person spends over 20 hours a week traveling outside the home

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DIGITAL SPEC REQUIREMENTS

File size: 200px Height x 704px Width

File type: Uncompressed .jpg

DPI: 72 default setting

Color Mode: RGB and CMYK

CONTACT INFO

For pricing information or other details, contact:

Tom Jackson

tom@vealeinvestment.com

Phone: 707.481.7461

*Any Rohnert Park businesses that team up with Veale to reserve advertising space on the digital display will receive a 25% discount for a full showing.