

This is the Largest Digital Display in CNY!

DIGITAL BULLETIN DISPLAY FACT SHEET

UNIT#:	4D010-
TYPE OF PACKAGE:	Platinum
SIZE:	14' x 48'
DISPLAY PERIOD:	1,280 - 8 Sec. Exposures Daily for 12 Mos.
PRICE/MONTH:	\$1,200 Annual or \$1,250 Short Term
EXPOSURE PER MONTH:	38,400
LATITUDE & LONGITUDE:	43.104797N -75.238596W

This 14' x 48' digital bulletin, which is the area's largest digital display, is located on the east side of Rts. 5-8-12 (the North/South Arterial) at the on-off ramp for downtown Utica. This display, which is located on the Utica area's main thoroughfare, is seen by traffic heading south from all points north and west of Utica. Traffic passing this display may be coming from the City of Rome, the Adirondack Park, the NYS Thruway, SUNY POLY, or from area shopping centers like the Riverside Center. Once past this display traffic may be heading to the FX Matt Brewery, the Utica Business Park, Utica College, MVCC or one of the many restaurants or retailers in the New Hartford area like the New Hartford Shopping Center, Sangertown Square Mall, Consumer Square or the Orchards.

This dynamic LED display, which combines brilliant colors with creative flexibility, allows an advertiser the ability to change messages frequently and the ability to run multiple messages on a rotating basis. Given the unique nature of this display as well as its dominant size, great price and central location, it is easy to see what an excellent value it is and how beneficial it would be as an integral part of any media mix.



This is the Largest Digital Display in CNY!

DIGITAL BULLETIN DISPLAY FACT SHEET

UNIT#:	4D011-
TYPE OF PACKAGE:	Platinum
SIZE:	14' x 48'
DISPLAY PERIOD:	1,280 - 8 Sec. Exposures Daily for 12 Mos.
PRICE/MONTH:	\$1,200 Annual or \$1,250 Short Term
EXPOSURE PER MONTH:	38,400
LATITUDE & LONGITUDE:	43.104797N -75.238596W

This 14' x 48' digital bulletin, which is the area's largest digital display, is located on the east side of Rts. 5-8-12 (the North/South Arterial) at the on-off ramp for downtown Utica. This digital display, which is located on the Utica area's main thoroughfare, is seen by traffic heading north from all points south & east of Utica. Traffic passing by this display may be coming from one of the following businesses or major points of interest: Downtown Utica, the F.X. Matt Brewery, Sangertown Square Mall, the New Hartford Shopping Center, the Utica Business Park, Mohawk Valley Community College, or Utica College. Once past this bulletin traffic would be headed north and may be going to one of the following: Downtown Utica, the Riverside Center, the Utica Auditorium, SUNY POLY, the NYS Thruway, the Adirondack Park, or points west or east of Utica.

This dynamic LED display, which combines brilliant colors with creative flexibility, allows an advertiser the ability to change messages frequently and the ability to run multiple messages on a rotating basis. Given the unique nature of this display as well as its dominant size, great price and central location, it is easy to see what an excellent value it is and how beneficial it would be as an integral part of any media mix.

