



## OTS Report Phoenix Metro Campaign #325 (30-Day Example)

### Campaign Overview

This report summarizes verified exposure for a 30-day mobile billboard campaign operating across major Phoenix metro areas. Trailer advertised primarily between 5am – 5pm - M-U

Metric	Value
Campaign Period	30 Days: October 1 <sup>st</sup> 2025 – October 31 <sup>st</sup> 2025
Primary Corridors	I-10 (PHX metro only), Loop 101 & 303, I-17 (PHX metro only)
Total Miles Driven	1,750 miles
Total Time in Traffic	265 hours
Primary Exposure Window	Mon–Fri, 8am–5pm (80%+ of exposure time)
<b>Vehicle OTS</b>	<b>825,356</b>
<b>People OTS</b>	<b>1,072,962</b>

### Impression Methodology

Opportunities To See (OTS) are calculated using GPS-verified route logs overlaid in QGIS with published Average Annual Daily Traffic (AADT) data. Each route is segmented by roadway, allowing exposure to be estimated based on actual time spent in live traffic rather than mileage alone. A conservative 60% visibility factor is applied to reflect realistic viewing conditions and ensure reliable, non-inflated reporting.

**Estimated Exposure Range:** **825,356 – 1,072,962**

### Reporting Notes

- All route data is GPS verified: *GPS logs can be requested anytime.*
- Exposure estimates are conservative and non-inflated
- Vehicle OTS is the primary metric
- People OTS is the secondary metric.