

RAILROAD

Rate Card

I-285 Exit 40
Clarkston, GA 30021
33.802840303, -84.25057204

Production Specifications

Live Area: 14' (h) x 48' (w)
 RGB Color @ 72 dpi resolution
 Submit files as PNG, JPG, GIF, TIFF, BMP
 Scale to 260 pix tall by 920 pix wide @ 72 dpi

Production, Posting and Billing Information



2 Sided Digital Bulletin East Side of I-285 at Exit 40

Some ad design work provided free of charge depending on length of flight.

- First period due at contract signing. Remaining periods billed on the 1st day of each period thereafter. Ads Billed in 4 week periods. The below rates are for 4 week periods.

Rate Information

Advertising Rate Per 4 week billing period per face.

Length of Flight	Once per rotation	Every other rotation	CPM
1 Period (4 weeks)	\$4,900	\$2,450	\$1.75
6 Periods (24 weeks)	\$3,800	\$1,950	\$1.35
13 periods (52 weeks)	\$3,500	\$1,750	\$1.25
1 week Both Faces	\$1,950	\$875	\$1.39

One flip equals Ad displayed for 8 seconds. Sign holds up to 8 flips in rotation. When sign is not full, ad will display more often.

Over 210,000 cars per day!

