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General Outdoor Advertising

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

The General Outdoor digital rotary program offers extensive market coverage on major freeways throughout the Inland Empire, without the expense of creating 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. Traditional rotary programs rotate advertisements in the network on 30+ day intervals. A digital rotary program rotates your advertisement every minute of every day, 24 hours a day. 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 about 1400 times per day. 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.

Rotary Program:

1. 210 Fwy South Line, At Riverside Ave., Rialto
West Face 25x20 (ID# Rialto-1W)
2. I-15 Fwy East Line, Between Foothill & 4th, Rancho Cucamonga
North Face 14x48 (ID# Rancho-1N)
3. I-10 Fwy North Line, At Etiwanda Ave, Fontana,
East Face 20x40 (ID# Fontana-1E)
4. 60 Fwy North Line, East of Vineyard Ave, Ontario
West Face 14x48 (ID# Ontario-1W)
5. 91 Fwy North Line, West of I-15, Corona
East Face 14x48 (ID# Corona-3E)
6. I-15 Fwy West Line, North of Diamond Drive, Lake Elsinore
South Face 14x48 (ID# Elsinore-1S)

Program Map:

