

Digital Boards: Your ad appears for 8-seconds. It rotates with up to 7 other advertisers every 64 seconds. You can run up 3 creative messages in rotation

Unit #	Location Description	Copy Size	Weekly Impressions	1-Week Cost	Total Cost	Value	Flight Dates	Notes
I-80 Dixon							16 weeks	
117	i-80 1/4 Mile west of Pittschool Rd. West Face, Right Read	14x48	316,001	\$912	\$14,589	\$22,588	5/24-9/12	Reaches people heading from the Bay Area to South and North Lake Tahoe.

