

# Get more out of your Outdoor



**Make a big impact with the power of Digital Outdoor Advertising!** This digital display delivers the highest traffic of any billboard in Kings County and can be seen from almost a mile away. Hwy 198 is the only Cross-County Freeway connecting Interstate-5 with Hwy 99. Located just west of the 12th Avenue Exit, heading into the Hanford Mall, this display will reach travelers from all over the Central Valley.



- Next generation advertising - Big & Bright!
- Truest, deepest color palette in the industry
- Revise/Rotate ads at no additional cost
- Dynamic content capabilities (RSS/XML)
- Local content: weather, events, news and more!
- Flexible rates & schedules for any business
- **1 Week Only Rate: \$300.00**
- **4 Weeks Only Rate: \$1,200.00**
- **4 Week Rate for 52 Weeks/Annual: \$1,000.00**

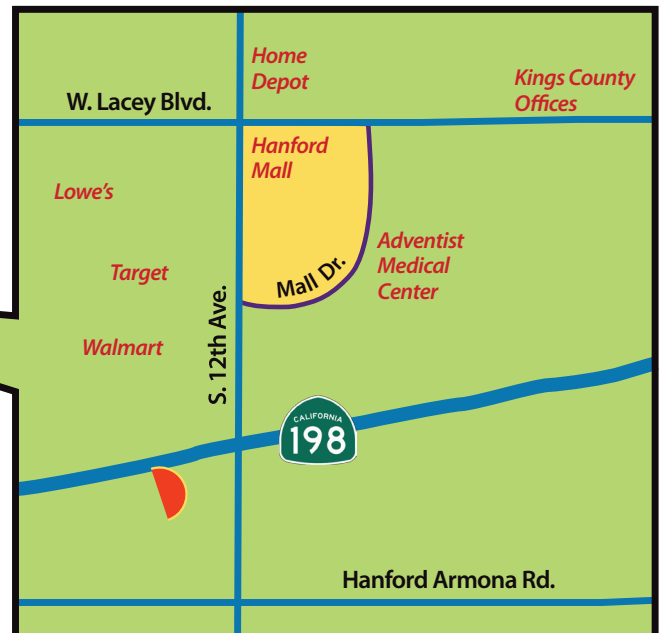
## DIGITAL ADVANTAGE

**EOI = 330,344\*** (41,293 Each Flip of 8)

\*Eyes On Impressions/Week

**Spots displayed per Day: 1,800/12,600 per week**

*Rates quoted are NET per 4 weeks.  
This digital billboard rotates 8 advertising spots  
with a static hold time of 6 seconds each.*



**Hwy 198 SL w/o 12th Ave,  
West/Face (Eastbound)**

Display # H198D and TAB # 30647580

**Eagle Display Services, LLC**  
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