



last updated
08.15.07

Digital Outdoor Network - Inventory by Market

Market	DON Manager	# of Boards	Vendor	Unit Size	Pixel Matrix	Max # of Advertisers	# of Seconds per Spot	Daily Network DEC	Daily Network GRPs	4-week Rate for 1 position*	Spots per Day per Sign
Akron	Joyce Figalkovich	6	Daktronics	14x48	208x720	8	8	350,000	#52	\$24,000	1,250
Albuquerque	Mark Gilboard	10	Daktronics	11x22	160x336	8	8	295,000	#60	\$16,000	1,250
Cleveland	Joyce Figalkovich	7	Daktronics	14x48	208x720	8	8	627,700	#45	\$40,800	1,250
Columbus	Nicole Hamilton	5	Daktronics	11x22	160x336	8	8	84,110	#10	\$8,000	1,250
Des Moines	Torey Grose	1	YESCO	14x48	200x704	8	8	16,400	#3	\$5,500	1,350
Las Vegas	Edna Solano	6 "tourist network"	YESCO	14x48	200x704	8	7	317,400	#32	\$21,500	1,445
Las Vegas	Edna Solano	6 "general network"	YESCO	14x48	200x704	8	7	405,700	#30	rate varies by location	1,445
Las Vegas	Edna Solano	1	YESCO	14x48	200x704	8	7	118,400	#9	\$7,474	1,445
Los Angeles	Can Sengerzer	10 "network 1"	Daktronics	14x48	208x720	8	8	455,300	#6	\$92,500	1,013
Memphis	Michael Helminski	5	SACO	14x48	208x720	8	8	279,300	#21	\$15,000	1,250
Milwaukee	Joe Strbl	6	YESCO	14x48	200x704	8	30	587,090	#48	\$34,400	256
Minneapolis	Travis Bonovsky	8	YESCO	14x48	200x704	8	8	661,353	#28	\$48,000	1,250
Orlando	Liliana Cuevas-Okun	3	YESCO	14x48	200x704	8	8	238,200	#22	\$20,000	1,250
Tampa Bay	Ryan Frazier	4	YESCO	14x48	200x704	8	8	167,470	#10	\$16,800	1,250
Wichita	Phuong Bach	6	OPTEC	12x24	176x352	8	7/4	151,890	#43	\$7,000	1,440
Wichita	Phuong Bach	1	OPTEC	14x48	207x720	6	10	72,000	#23	\$5,661	1,440

Note: The Daily Network DEC and GRP is the total 24 hour delivery and not the delivery per advertiser.

All Rates are Net. Space is subject to availability. One GRP represents exposure opportunities equal to 1% of population.

* Rates are subject to change.

Attachment to Common Council File Number 070548