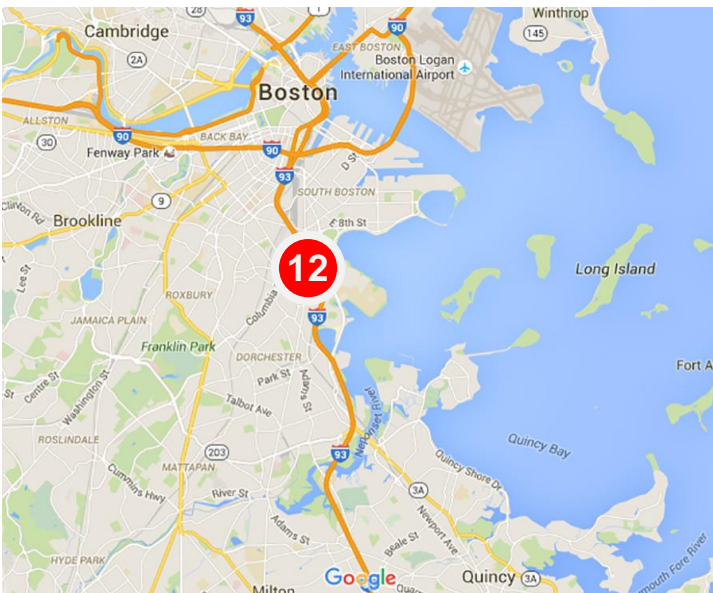


## SOUTHEAST EXPRESSWAY, I-93 - S/F



### DESCRIPTION

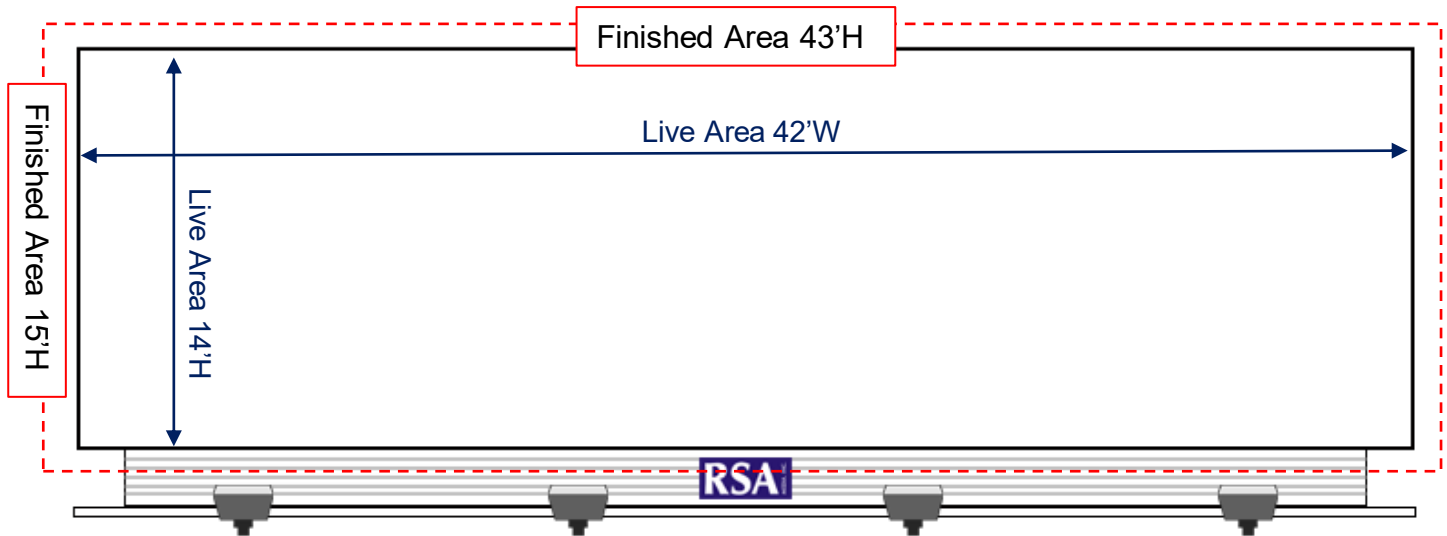
This board is located on the Southeast Expressway, I-93, and is a direct read to vehicles heading into Boston during the morning commute. Traffic is generally at a slow pace throughout the day here. This location is just before the entrance to the Ted Williams Tunnel to Logan Airport and the Massachusetts Turnpike, I-90. Any commuters from the southern or western suburbs must use this route to Boston and points north.

**SIZE:** 14'H X 42'W Bulletin

**WEEKLY A18+ IMPs:** 947,477

**LONGITUDE:** -71.0556 **LATITUDE:** 42.3237

## SOUTHEAST EXPRESSWAY, I-93 - S/F



**MATERIAL:** Standard Flex Face Vinyl

**LIVE AREA:** 14'H X 42'W (registration line on top)

**FINISHED SIZE:** 15'H X 43'W

**ORIENTATION:** North

**OTHER:** N/A

**FILE PREPARATION:** Finished artwork files should be supplied at 360 DPI at 1"=1' scale or 720 DPI at 1/2"=1' scale. All fonts and image files should be included with artwork. All files should be saved in CMYK format. PDF, PSD, AI, EPS, IND, and TIFF files are acceptable. Do not place critical text or logos closer than 6" to the edge of the live area.

**FINISHING:** 3" Pocket and 3" Bleed incorporated into the overall finished size. Bleed the pockets. Produce on standard vinyl.

### ARTWORK INQUIRIES, FILES, and SHIPPING INQUIRIES:

RSA Media c/o Susan Eastman  
10 Presidential Way Suite 100  
Woburn, MA 01801  
617.227.4858  
Susan@rsamedia.com

### SHIPPING INSTRUCTIONS:

RSA Media c/o Reliable Services  
35 Hillman Street, unit #5  
Tewksbury, MA 01876  
Attn: Tony Losurdo