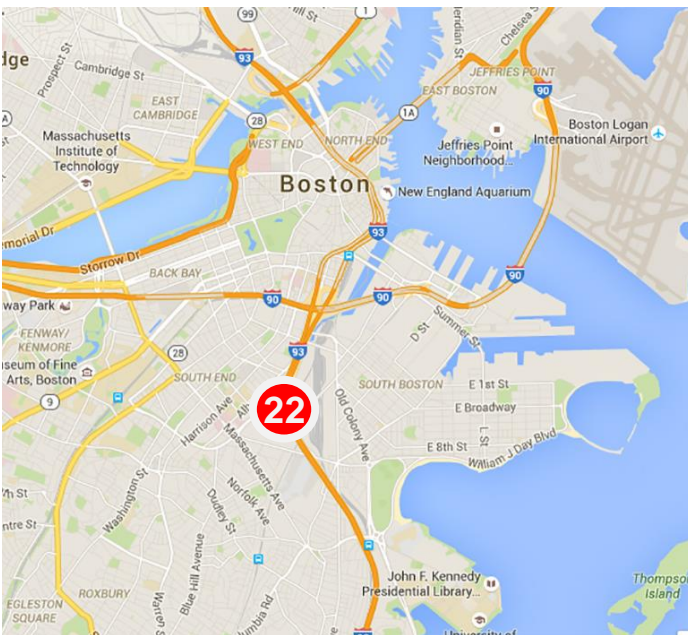
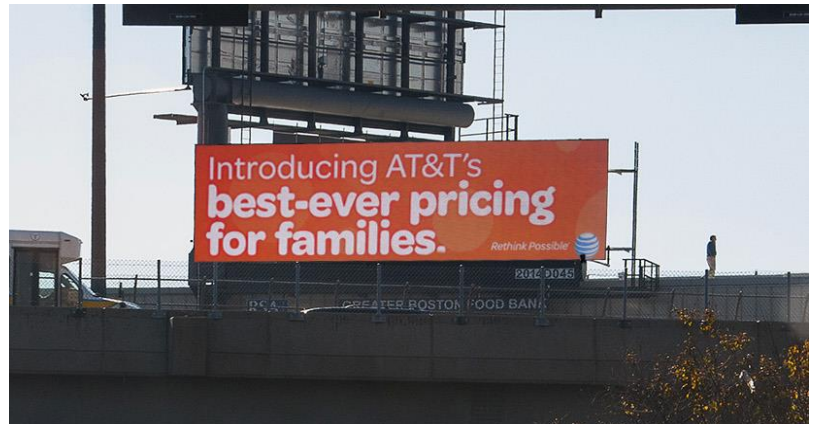


## SE EXPRESSWAY (I-93)-Greater Boston Food Bank, N/F - **DIGITAL**



### DESCRIPTION

This is the only high-resolution digital unit in Boston and is considered to be the best right-hand read on the Southeast Expressway, I-93, in Boston. This right hand read provides a head-on view for traffic heading south from Boston. The read time here can be an extraordinary several minutes during the bumper-to-bumper traffic that is generally present on the Southeast Expressway, I-93, at this location. The board is located at the Greater Boston Food Bank and a substantial portion of the proceeds from advertising revenues on the board goes to support this worthwhile charity and its mission to end hunger in Eastern Massachusetts.

**SIZE:** 14'H X 48'W (Digital)

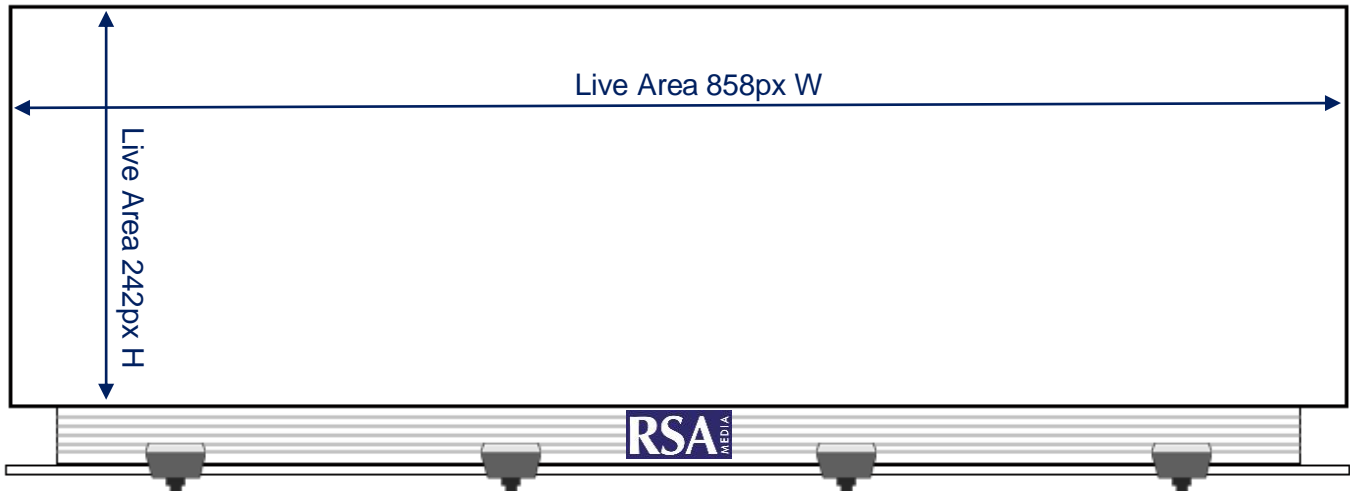
**SPOT LENGTH:** 10 seconds

**# OF SPOTS PER :60 LOOP:** 6

**WEEKLY A18+ IMPs:** 914,451 *PER SPOT*

**LONGITUDE:** -71.0656 **LATITUDE:** 42.3347

## SE EXPRESSWAY (I-93)-Greater Boston Food Bank, N/F - **DIGITAL**



**MATERIAL:** Digital

**PIXEL DIMENSIONS:** 242H x 858W

**RESOLUTION:** 72 PPI

**ORIENTATION:** South

**OTHER:** N/A

**FILE PREPARATION:** Finished as JPEGs. Color should be RGB or YCbCr. Artwork received after 5PM will be uploaded on the following business day.

**FILES:** Files should be sent to [Susan@rsamedia.com](mailto:Susan@rsamedia.com)

### ARTWORK INQUIRIES, FILES:

RSA Media c/o Susan Eastman  
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Woburn, MA 01801  
617.227.4858  
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