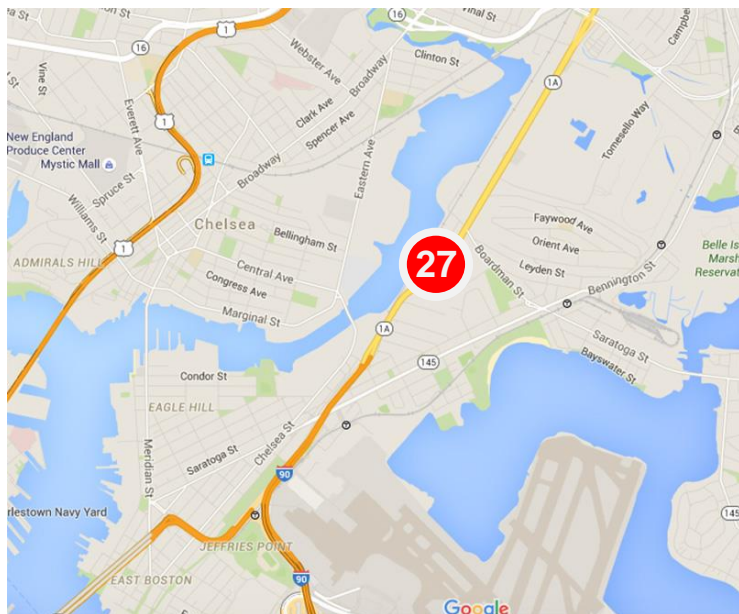


RTE 1A - EAST BOSTON – S/F



DESCRIPTION

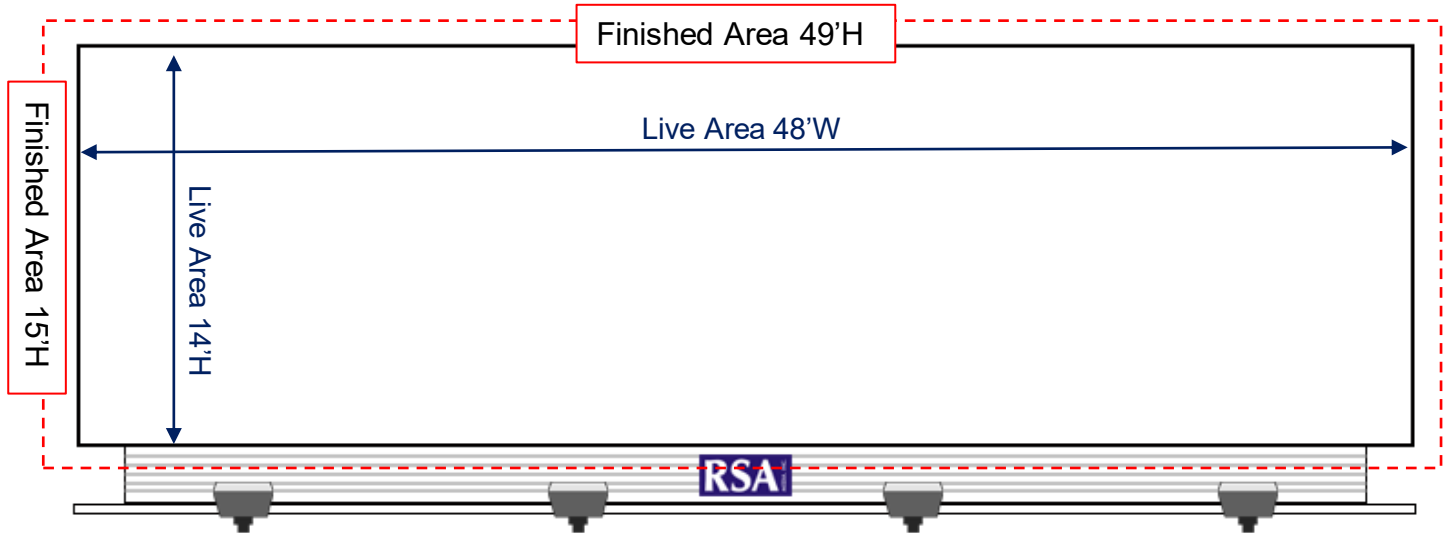
Located on Route 1A, this board, RSA Media unit #27, shows to traffic heading from Logan Airport and Downtown Boston to North Shore towns from Revere and Lynn to Marblehead, Swampscott, Beverly and points north. This high visibility unit offers extended read times during the morning and afternoon commutes as traffic is backed up for hours. This location, adjacent to Logan Airport and close to the tunnel to Boston, offers advertisers a key placement for reaching North Shore commuters.

SIZE: 14'H X 48'W

WEEKLY A18+ IMPs: 196,669

LONGITUDE: -71.01453 **LATITUDE:** 42.39032

RTE 1A - EAST BOSTON – S/F



MATERIAL: Standard Flex face Vinyl

LIVE AREA: 14'H X 48'W

FINISHED SIZE: 15'H X 49'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
One Huntington Avenue, Suite 1104
Boston MA 02116
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