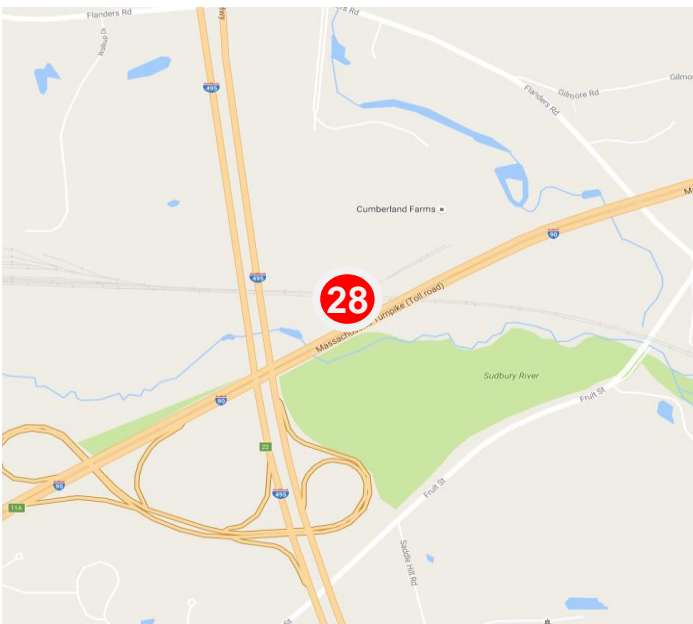


## MASS PIKE – I-90 Westborough, E/F – Digital



### DESCRIPTION

This **digital** board shows to traffic heading west on the Mass Pike, I-90, from Boston and suburbs in Metro West. This is the only high resolution digital board on the Mass Pike, I-90, in this area. There are no other billboards on the Mass Pike, I-90, on either side of the roadway for 14 miles past this unit. This assures advertisers that no competitive messages will be shown on other units. In addition, the long read time for this board assures high exposure for your message. This is first billboard after the Boston town line and is only one mile from the interchange between the Mass Pike, I-90 and I-495.

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

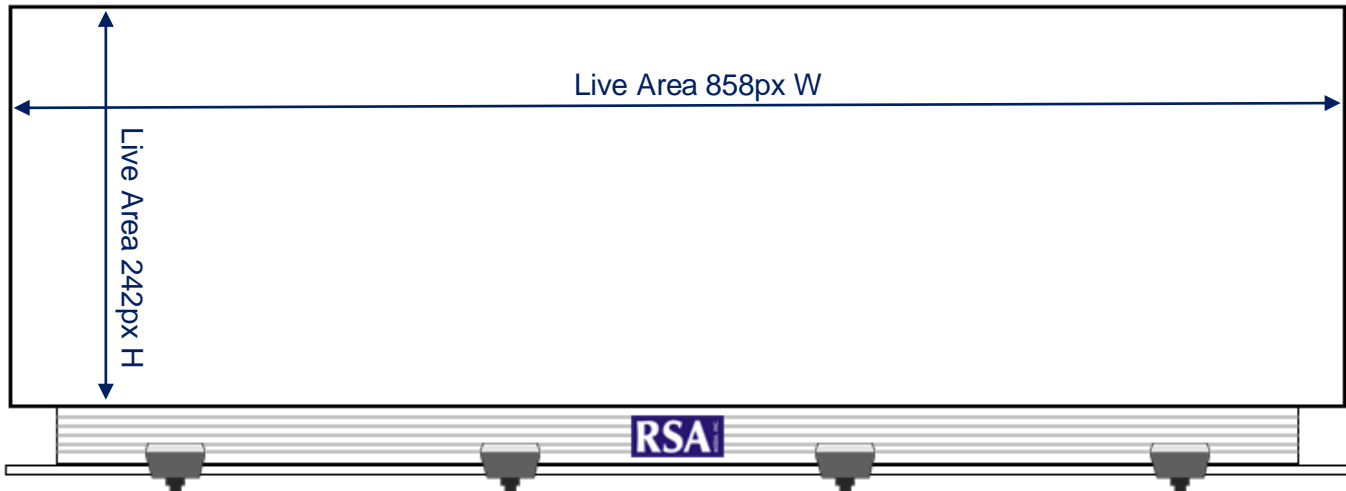
**SPOT LENGTH:** 10 seconds

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

**WEEKLY A18+ IMPs:** 218,635 *PER SPOT*

**LONGITUDE:** -71.5557 **LATITUDE:** 42.2709

## MASS PIKE – I-90 Westborough, E/F - Digital



**MATERIAL:** Digital

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

**RESOLUTION:** 72 PPI

**ORIENTATION:** North

**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  
One Huntington Avenue, Suite 1104  
Boston MA 02116  
617.227.4858  
[Susan@rsamedia.com](mailto:Susan@rsamedia.com)