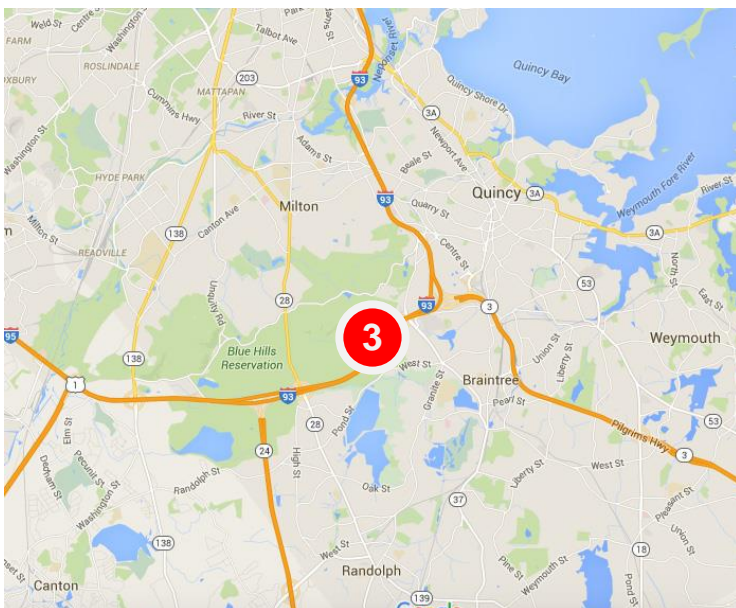


BRAINTREE – I-93, I-95 (Route 128), Route 1 - N/F



DESCRIPTION

Unit #3 is located on I-93, I-95 (Route 128), America's Technology Highway and sits atop a **65' Monopole**. Traffic is generally slowed or stopped in front of this unit which has 24 hour illumination. All of the residents of the upscale suburbs south and west Boston, including Wellesley, Weston, Newton, Needham, and Canton must drive by this unit on their way home from Boston. In addition, all traffic heading south to Brockton, Fall River, New Bedford and Newport RI must pass directly by this unit. Traffic to I-95 South to Gillette Stadium, Patriot Place and Plainridge Park Casino also must pass by this unit. This is the last billboard before the exits for Route 24 South and I-95 South.

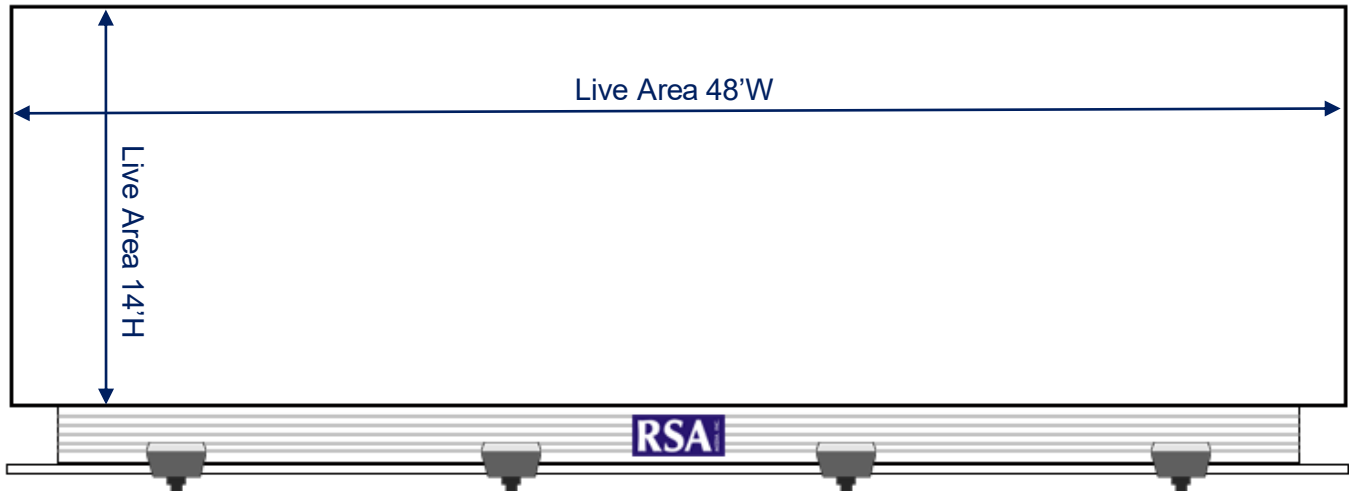
SIZE: 14'H X 48'W Tri-Vision

WEEKLY A18+ IMPs: 1,014,951

LONGITUDE: -71.0401 **LATITUDE:** 42.2150

BRAINTREE – I-93, I-95 (Route 128), Route 1 - N/F

ROTAPANEL TRI-VISION



MATERIAL: PVC

LIVE AREA: 14'H X 48'W

NUMBER OF LOUVRES: 138

CUT WIDTH: 95MM

ORIENTATION: North

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: **MUST NOT BE HAND CUT. MUST be cut with a Rosenthal or Digital Slitter**

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