

## MASSACHUSETTS TURNPIKE, I-90 - E/F



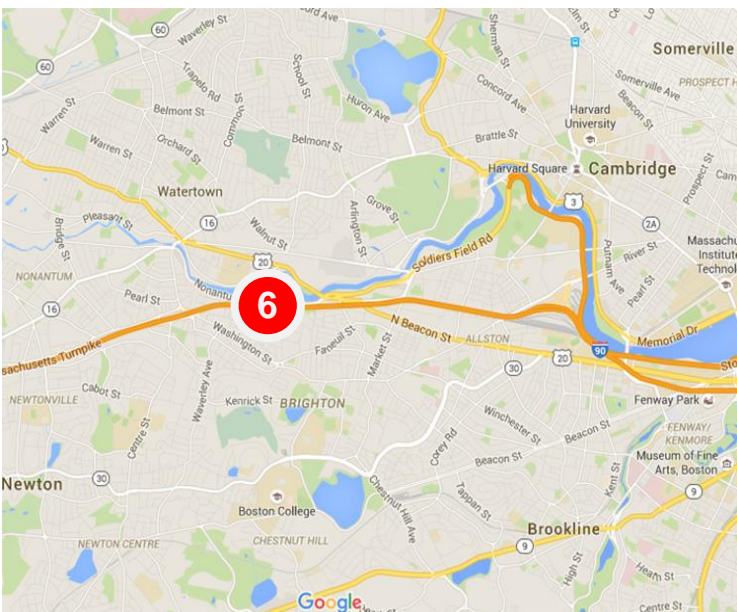
### DESCRIPTION

Unit #6 is located on the busy Massachusetts Turnpike, I-90, in Brighton (Boston) and is considered to be one of the best right-hand reads on this interstate due to its proximity to the roadway. A secondary, head-on read is viewed by some 75,000 vehicles daily from Soldiers Field Road. Just minutes from Downtown Boston, this westbound read shows to commuters from such affluent suburbs as Newton, Wellesley, Needham, and Weston. Seven ultra bright lights provide dramatic visibility at night. This is the last billboard unit before exits for Newton, Wellesley and Framingham.

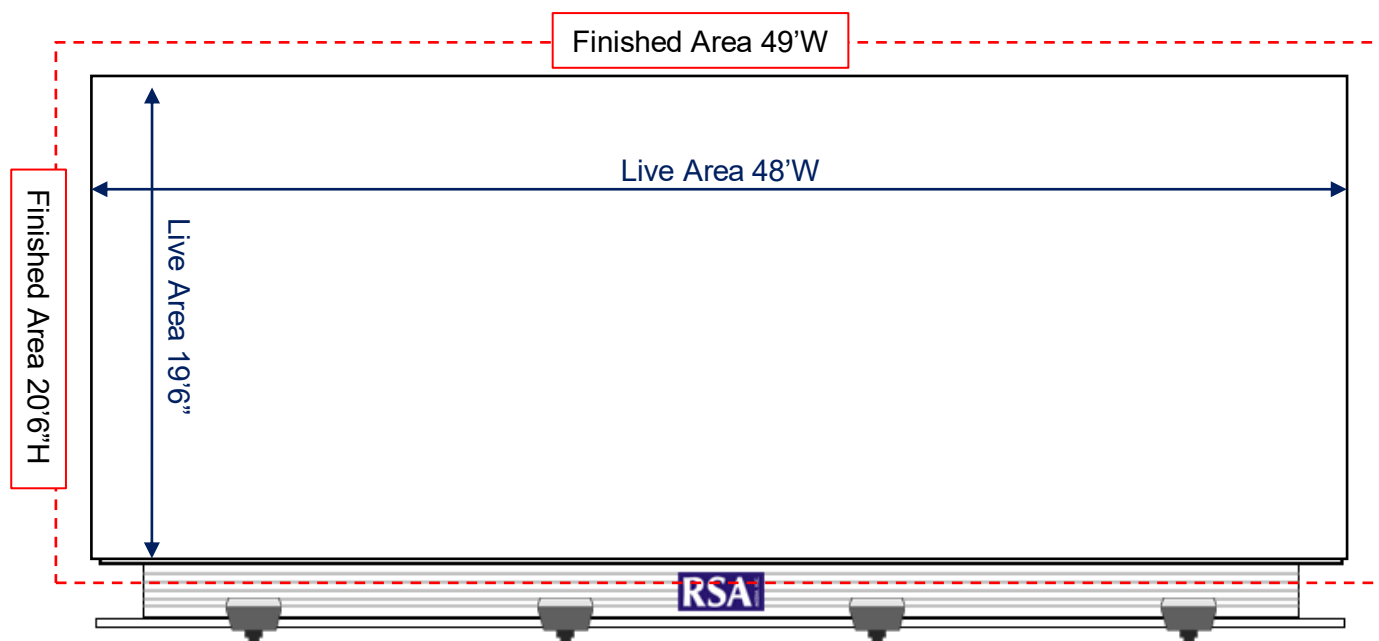
**SIZE:** 19'6" H X 48' W Spectacular

**WEEKLY A18+ IMPs:** 891,076

**LONGITUDE:** -71.1588 **LATITUDE:** 42.3580



## MASSACHUSETTS TURNPIKE, I-90 - E/F



**MATERIAL:** Standard Flex Face Vinyl

**LIVE AREA:** 19'6"H X 48'W (registration line on top)

**FINISHED SIZE:** 20'6"H X 49'W

**ORIENTATION:** West

**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