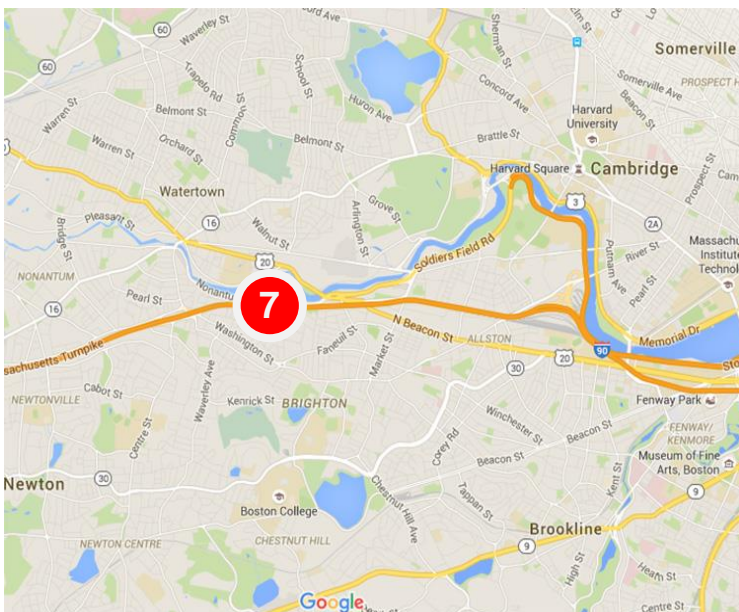


MASSACHUSETTS TURNPIKE, I-90 - W/F



DESCRIPTION

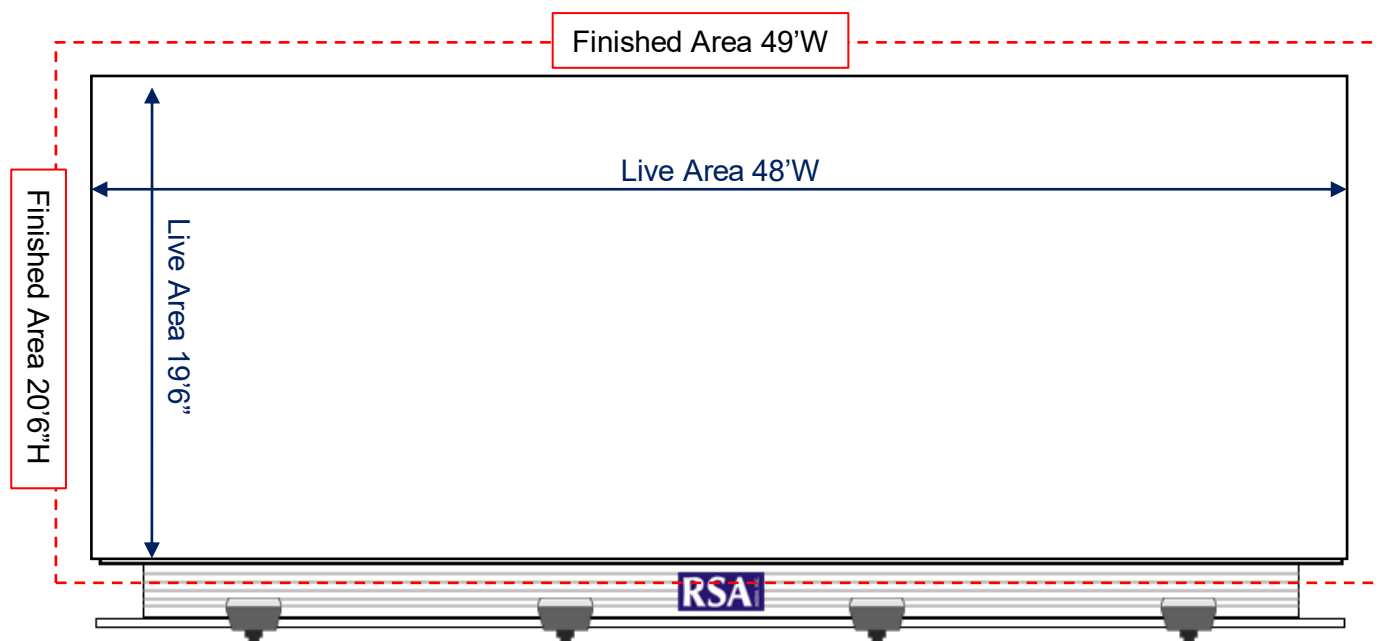
Located on the Massachusetts Turnpike, I-90, in Brighton (Boston), this eastbound read is viewed daily by commuters heading into Boston from Interstate 95 (Rte. 128) and points west. Seven ultra bright lights illuminate the board for dramatic nighttime visibility. Drivers from such affluent western suburbs as Newton, Wellesley, Needham, and Weston spend countless hours on this congested interstate each day. This is also the first billboard in Boston viewed by vehicles heading east into Cambridge and Boston.

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

WEEKLY A18+ IMPs: 585,686

LONGITUDE: -71.1588 **LATITUDE:** 42.3580

MASSACHUSETTS TURNPIKE, I-90 - W/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