



# Rate Card

[I-285 Exit 40](#)

[Clarkston, GA 30021](#)

[33.802840303356746, -84.25057204738636](#)

## Production Specifications

Live Area: 14' (h) x 48' (w)

RGB Color @ 72 dpi resolution

Submit files as PNG, JPG, GIF, TIFF, BMP

Scale to 260 pix tall by 920 pix wide @ 72 dpi

## Production, Posting and Billing Information

One ad design provided free of charge.

Ads Billed in 4-week periods. 1<sup>st</sup> period due at contract signing.

## Rate Information

Advertising Rate Per Face Per Period and both faces have the same rates. For Full Flip, each ad displays for 8 seconds in rotation with up to 7 other ads. A Half Flip displays your ad for 8 seconds every other rotation.

Length of Flight	Full Flip	Half Flip	CPM
1 Period (4 weeks)	\$4,900	\$2,450	\$1.75
6 Periods (24 weeks)	\$3,800	\$1,950	\$1.35
13 periods (52 weeks)	\$3,500	\$1,750	\$1.25
1 week Both Faces	\$1,950	\$875	\$1.39

- These rates are for 4-week periods except the last option which is 1 week.

Over 210,000 cars per day!

