

Video Advertising



24/7



2,184

ad exposures in just **13 WEEKS**



JUST \$1.03 PER AD!

VINITA

WILL ROGERS ARCHWAY

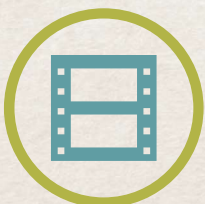
Estimated **1,190** vehicles per day

I-44

WALTERS EXIT

ELMER GRAHAM PLAZA

Monthly in-store transactions: **24,617**



**VIDEO, DIGITAL
OR STATIC IMAGE
YOUR CHOICE!**

2017 RATE CARD

Video Advertising — Travel Service Centers

As thousands of travelers pass through Oklahoma each day, chances are they stop somewhere along the way to fill up, find a restroom or grab a quick bite to eat. Here's an easy way to make sure they see your message when passing through! In partnership with the Oklahoma Turnpike Authority in Vinita and EZ-GO near Lawton, OTRD is excited to introduce a new digital video advertising opportunity within each newly remodeled service center. A "can't miss" message opportunity!



VIDEO UNITS

WILL ROGERS ARCHWAY — VINITA

- Four (4) 55" high definition flat screens on each side of the facility, where people enter and exit the service center.
- Operational 24 hours a day, 7 days a week.
- A busy stop! 19,838* vehicles pass through each day.
- A 6% capture rate = 1,190 vehicles per day.

**Source: Oklahoma Turnpike Authority 2013 Daily Count*

ELMER GRAHAM PLAZA — WALTERS EXIT ON H.E. BAILEY TURNPIKE (I-44)

- Two (2) 55" high definition flat screens at north entrance and in restaurant seating area.
- EZ-GO is operational 24 hours a day, 7 days a week.
- Average monthly EZ-GO visitor transactions inside store: 24,617.

ADVERTISING OPPORTUNITY

- One (1) minute per hour x 24 hours/day = 2,184 total exposures per schedule (minimum 3-month commitment)
- Advertiser investment: \$750 per month x 3 months = \$2,250 net (\$1.03 per minute)
- Advertisers may choose to run broadcast video (MPEG 4 or MPEG 2 file format in 1920X1080 resolution) or slide shows (JPEG w/1920 x 1080 resolution) or a combination of both.
- Audio must be "Normalized" using audio leveling techniques to remove large audio level swings.
- Each minute can be segmented into two (2) :30-second displays or played as one (1) :60-second unit. Advertisers may purchase more than one minute per hour, for longer form content.
- All content is viewed in equal rotation.