

GROUP 1 - Market		Media	Inventory #	Location Description	Copy Size	Start Date	Duration	IMP 18+ Weekly	4 week imps	Rate Card Value	4 week rate	52 week rate
San Francisco Bay Area	Digital Bulletins	OAK1027H	Bay Bridge & Toll Plaza F/E	20'x60'	10/8/2018	4 Weeks	911,012	3,644,048	\$15,375.00	\$12,500.00	\$10,000.00	
Sacramento	Digital Bulletins	918C	Bus. 80 (Capital City Fwy), 1100 ft S/O Exposition Blvd. E/S F/N	20'x60'	10/22/2018	4 Weeks	502,710	2,010,840	\$6,412.50	\$4,750.00	\$4,750.00	
Sacramento	Digital Bulletins	999002	I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	14'x48'	10/1/2018	4 Weeks	436,092	1,744,368	\$6,986.25	\$5,175.00	\$5,175.00	
Sacramento	Digital Bulletins	9951	Hwy 50, W/O Hazel Ave. S/S F/W	14'x48'	10/1/2018	4 Weeks	407,220	1,628,880	\$7,040.25	\$5,215.00	\$5,215.00	
San Francisco Bay Area	Digital Bulletins	BRK1001F	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'	10/8/2018	3 Weeks	485,677	1,457,032	\$7,500.00	\$6,000.00	\$5,000.00	
Sacramento	Digital Bulletins	9952	E/S Hwy 99, 1080' N/O Calvine F/N	14'x48'	10/1/2018	4 Weeks	354,128	1,416,512	\$5,737.50	\$4,250.00	\$4,250.00	
Sacramento	Digital Bulletins	999001	I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/E	14'x48'	10/1/2018	4 Weeks	337,265	1,349,060	\$5,973.75	\$4,425.00	\$4,425.00	
San Francisco Bay Area	Digital Bulletins	M1002F	E/L I-880 N/O Great Mall Parkway F/N	14'x48'	10/8/2018	3 Weeks	327,260	981,781	\$8,125.00	\$6,500.00	\$6,000.00	
San Francisco Bay Area	Digital Bulletins	PA1002C	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'	10/15/2018	4 Weeks	190,851	763,402	\$8,750.00	\$7,500.00	\$7,000.00	
Sacramento	Digital Bulletins	9954	E/S I-5 1 mi S/O Main Street F/W	14'x48'	10/8/2018	4 Weeks	148,984	595,936	\$5,737.50	\$4,250.00	\$4,250.00	
San Francisco Bay Area	Digital Bulletins	MRT1001H	I-680 S/O Benicia Bridge F/SE	14'x48'	10/1/2018	4 Weeks	148,909	595,635	\$5,375.00	\$4,000.00	\$4,000.00	
San Francisco Bay Area	Digital Bulletins	SMB1002G	Hwy 92 .50 mi W/O Clawiter Rd F/W	14'x48'	10/8/2018	4 Weeks	126,880	507,519	\$6,625.00	\$5,000.00	\$4,500.00	
San Francisco Bay Area	Digital Bulletins	OAK1031E	I-880 & 500' North of Maritime F/N	14'x48'	10/1/2018	4 Weeks	120,641	482,564	\$7,500.00	\$6,000.00	\$5,000.00	
San Francisco Bay Area	Digital Bulletins	BN1001G	I-680 3500 ft W/O Lake Herman Rd F/SW	14'x48'	10/1/2018	4 Weeks	118,174	472,696	\$5,000.00	\$4,000.00	\$4,000.00	
San Francisco Bay Area	Digital Bulletins	OAK1036E	I-880 & 600' South of Maritime F/S	14'x48'	10/1/2018	4 Weeks	102,841	411,364	\$7,500.00	\$6,000.00	\$5,000.00	
San Francisco Bay Area	Digital Bulletins	COL1001F	I-880 .5 mi N/O Hegenberger % F/S	20'x60'	11/26/2018	4 Weeks	468,765	1,875,060	\$9,375.00	\$7,500.00	\$7,500.00	
San Francisco Bay Area	Digital Bulletins	COL1002F	I-880 .50 mi N/O Hegenberger % F/NW	20'x60'	10/1/2018	4 Weeks	489,477	1,875,060	\$7,500.00	\$6,500.00	\$6,500.00	

**Marketing  
Description**

This digital spectacular is strategically located at the heavily congested San Francisco-Oakland Bay Bridge Toll Plaza where hundreds of thousands of commuters, tech employees and everyday drivers from the East Bay converge as they travel into San Francisco. The Bay Bridge Toll Plaza has one of the highest average dwell times in the Bay Area.

Located at the confluence of freeways (I-580 and I-80), this digital display reads to stop and go traffic throughout the day. This location is perfect for reaching, not just daily commuters, but also weekend traffic leaving the Bay Area for destinations such as Napa and Lake Tahoe. Points of interest in the immediate area are UC Berkeley, Bay Street Mall, and Pixar Studios.

Located at the gateway to Silicon Valley, just steps from the Great Mall, this digital panel will be seen by daily commuter traffic as well as motorists traveling to San Jose, Santa Clara or Mountain View; the left hand read will wow stop and go traffic throughout the day. Local points of interest include: SAP Center, Great America and Cisco.

Located on the 101 freeway, between San Francisco and San Jose, at Stanford University Avenue. Stanford is located in Palo Alto and considered one of the world's most prestigious institutions. Palo Alto is also headquarters to a number of high-technology companies, including Hewlett-Packard, Tesla Motors, Skype & the Ford Research and Innovation Center.

Located on a major freeway connecting the greater East Bay to I-80, this unobstructed bulletin sees heavy traffic throughout the week. Weekday commuters see this bulletin when coming from Contra Costa County headed toward Sacramento, and weekend travelers would see it when heading to popular destinations such as Reno/Lake Tahoe, the Sacramento Delta or one of the many inland lakes.

The San Mateo Bridge is a vital artery to the Bay Area. It connects the East Bay to the peninsula, San Mateo's high tech sector, and the heart of Silicon Valley. It also serves as a route to San Francisco and SFO International Airport. With vivid LEDs and placement at the unavoidable exit to the bridge, you are sure to make a major impact!

This Digital Bulletin is located at the Bay Bridge/880 on ramp off ramp. Hundreds of thousands of commuters, tech employees and daily drivers from San Francisco as they continue on to Interstate 880. Major destinations for Eastbound traffic include, hip & trendy Downtown Oakland, Oracle Arena (Home of the Golden State warriors), and OAK Int'l Airport.

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This Digital Bulletin is located at the heavily congested Bay Bridge on ramp, where hundreds of thousands of commuters, tech employees and daily drivers from the East Bay converge from Interstate 880. Westbound travelers headed to San Francisco, have an extended view of this unit.

I-880 coverage, one of the Bay Area's highest commute arterial; Coliseum BART and Oakland International Airport coverage. Home of the Oakland Raiders, Golden State Warriors, Oakland A's and a musical concert venue.

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