

GILLETTE STADIUM - Route 1 Walpole, N/F - **DIGITAL**



DESCRIPTION

Located on Route 1, the Boston-Providence Highway in Walpole, this is the only high-resolution digital billboard in the area and is located just one mile north of **Gillette Stadium**, the home of the World Champion New England Patriots, and the New England Revolution soccer team. Gillette Stadium is busy with both football and soccer and it is now a year round destination as an entertainment venue with celebrity concerts, symposiums and trade shows. In addition, the Patriot Place complex, the 1.3 million square foot shopping and entertainment complex adjacent to Gillette Stadium, draws thousands of additional vehicles each day to this area of Route 1. Plainridge Park Casino, the only casino in Massachusetts, is located 5 miles past this board and creates additional traffic for the unit.

SIZE: 14'H X 48'W (Digital)

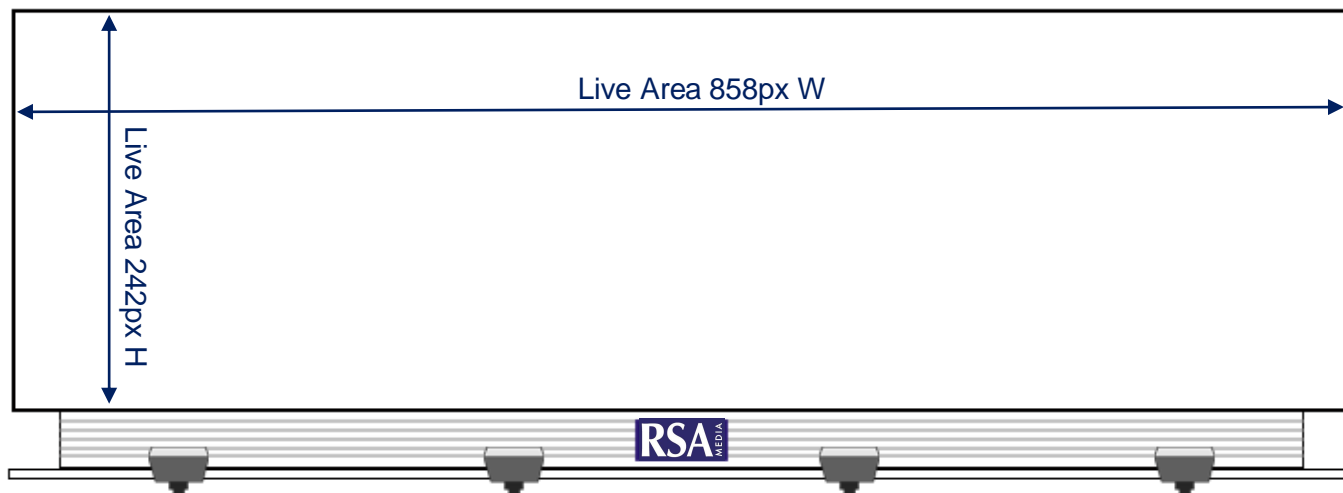
SPOT LENGTH: 10 seconds

OF SPOTS PER :60 LOOP: 6

WEEKLY A18+ IMPs 120,256 PER SPOT

LONGITUDE: -71.2539 **LATITUDE:** 42.1053

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MATERIAL: Digital

PIXEL DIMENSIONS: 242H x 858W

RESOLUTION: 72 PPI

ORIENTATION: South

OTHER: N/A

FILE PREPARATION: Finished as JPEGs. Color should be RGB or YCbCr. Artwork received after 5PM will be uploaded on the following business day.

FILES: Files should be sent to Susan@rsamedia.com

ARTWORK INQUIRIES, FILES:

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