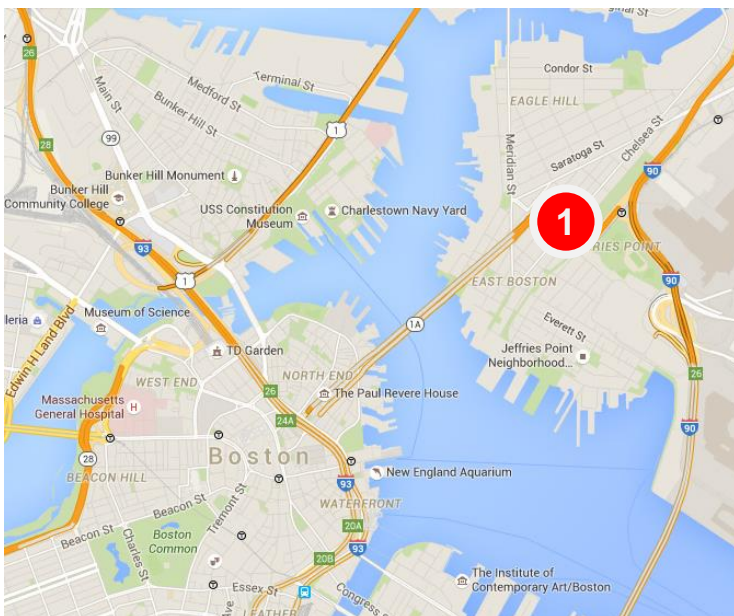
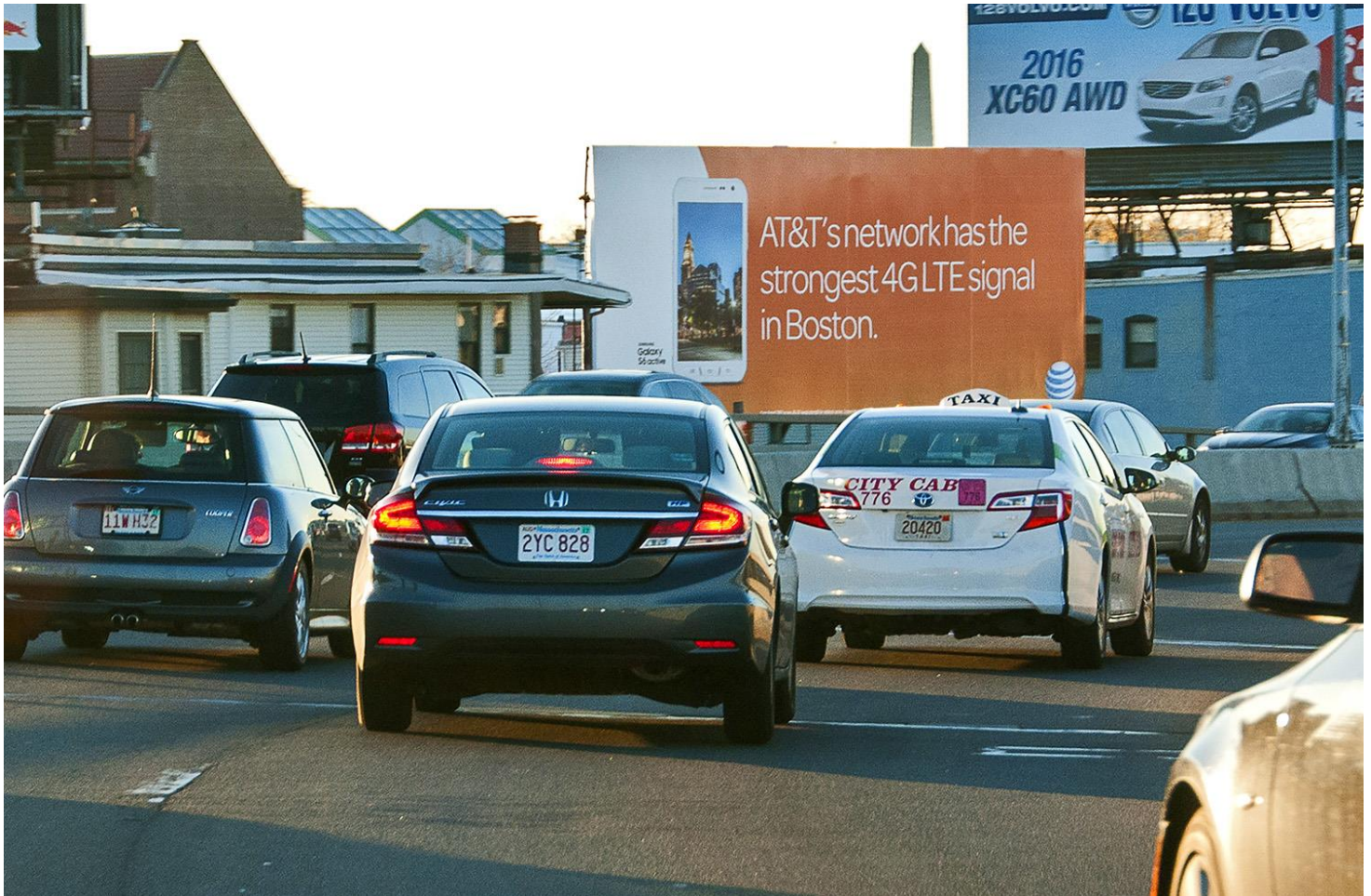


EAST BOSTON - Logan Airport, Sumner Tunnel Entrance - E/F



DESCRIPTION

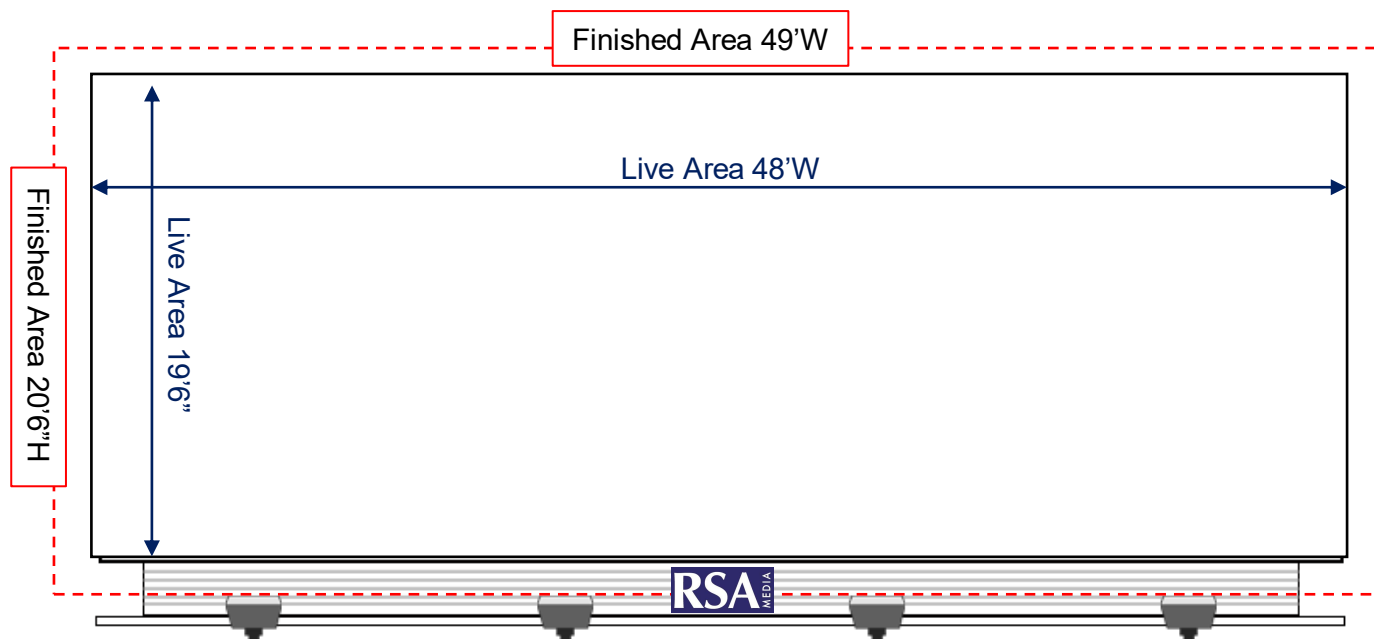
Unit #1 is a **19'6" x 48' Spectacular** head-on shot located at the entrance to the Sumner Tunnel toll booths and is seen by all traffic lining up to pay the toll leaving Logan International Airport heading into downtown Boston. Vehicles are slowed or stopped in front of the unit as they merge from the airport roadway into the toll both lanes. Travelers from North Shore towns must pass directly by this board on their way into Boston. This unit was utilized by Anheuser Busch as its "Welcome to Boston" billboard for the Major League Baseball All-Star game. This Spectacular unit provides great visibility and excellent exposure for your message.

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

WEEKLY A18+ IMPs: 302,319

LONGITUDE: -71.0359 **LATITUDE:** 42.3729

EAST BOSTON - Logan Airport, Sumner Tunnel Entrance - E/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