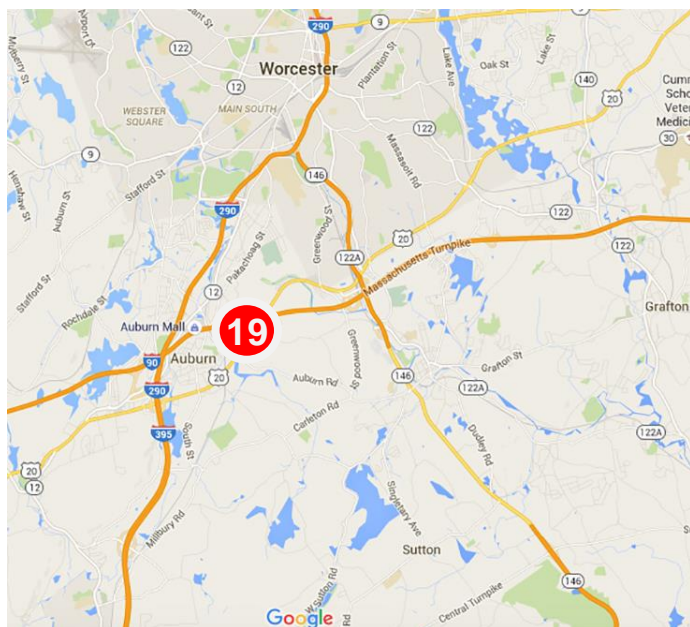


## MASS PIKE, I-90, Auburn - W/F – **DIGITAL SPECTACULAR**



### DESCRIPTION

This **20' x 60' Digital Spectacular** is located on the Massachusetts Turnpike, I-90, in Auburn. This unit faces traffic heading east into Framingham, MetroWest, Wellesley, Weston, and Boston. This digital unit is located approximately 11 miles to the exit for 495 North and South. All traffic coming from Foxwoods and Mohegan Sun as well as Worcester and its suburbs must pass directly by this board heading into Boston. Also, all traffic from Hartford, New Haven, and New York City see a head-on view of this unit when traveling to Boston. This is the only 20' x 60' digital unit on the Massachusetts Turnpike, I-90, within 40 minutes of Boston.

**SIZE:** 20'H X 60'W (Digital)

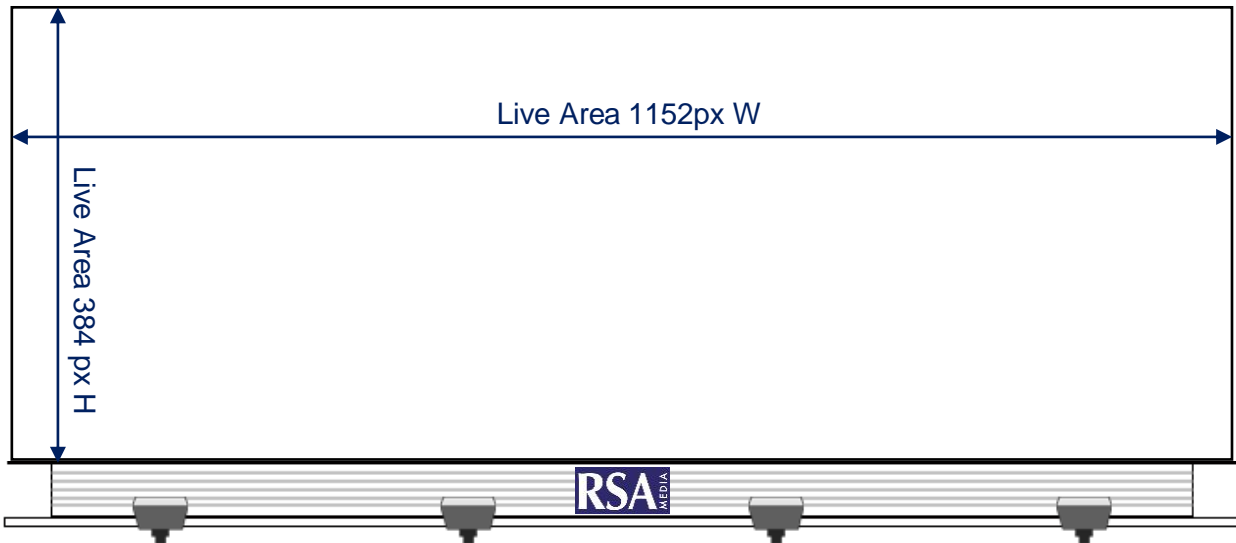
**SPOT LENGTH:** 10 seconds

**# OF SPOTS PER :60 LOOP:** 6

**WEEKLY A18+ IMPs:** 220,556 PER SPOT

**LATITUDE:** 42.2029 **LONGITUDE:** -71.8172

## MASS PIKE, I-90, Auburn - W/F – **DIGITAL SPECTACULAR**



**MATERIAL:** Digital

**PIXEL DIMENSIONS:** 384H x 1152W

**RESOLUTION:** 72 PPI

**ORIENTATION:** East

**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](mailto:Susan@rsamedia.com)

### **ARTWORK INQUIRIES, FILES:**

RSA Media c/o Susan Eastman  
10 Presidential Way, Suite 100  
Boston MA 02116  
617.227.4858  
[Susan@rsamedia.com](mailto:Susan@rsamedia.com)