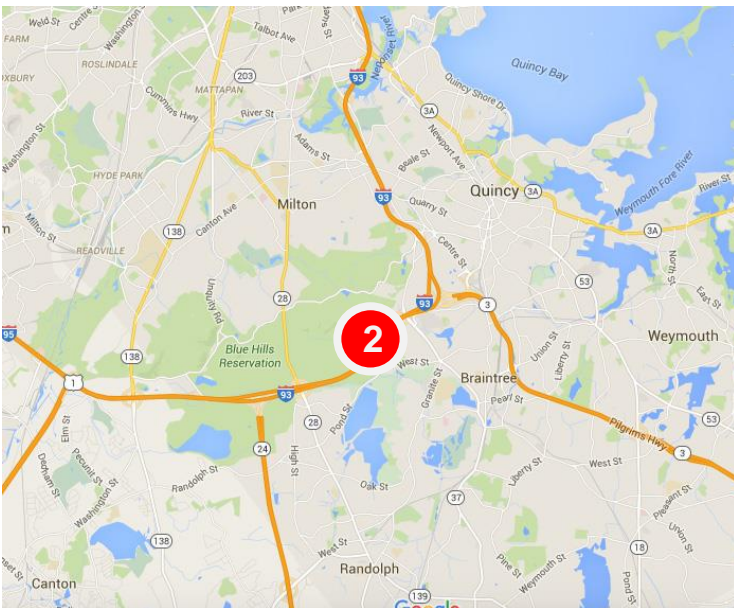


BRAINTREE – I-93, I-95 (Route 128), Route 1 - S/F



DESCRIPTION

Unit #2 is a landmark board, on a 65 foot monopole, located on the most traveled roadway in Massachusetts. This unit is where I-93, Route 3 and I-95 (Route 128) all intersect. Traffic in this area is virtually always at a crawl. Due to the curve of the roadway at this location, this high-profile unit virtually hangs over the roadway upon approach. All of the upscale suburbs in the south and west of Boston must drive by this unit to get to Boston and Logan Airport (via the Ted Williams Tunnel). This board features 24 hour illumination. Also, all traffic to Cape Cod from the Western suburbs must pass this unit to reach Route 3 to the Cape.

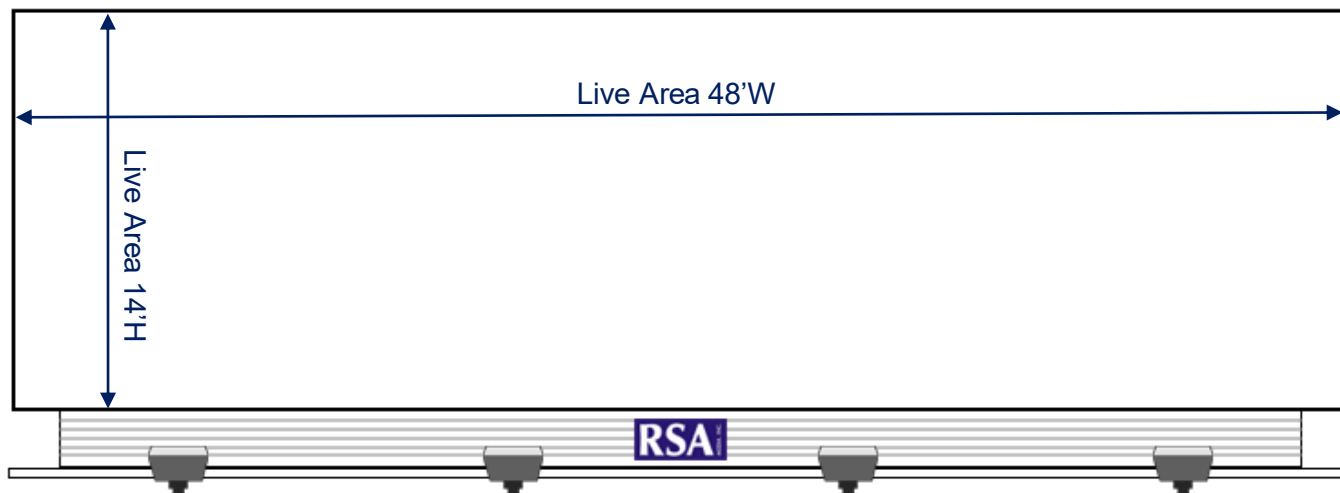
SIZE: 14'H X 48'W Tri-Vision

WEEKLY A18+ IMPs: 1,046,829

LONGITUDE: -71.0401 **LATITUDE:** 42.2150

BRAINTREE – I-93, I-95 (Route 128), Route 1 - S/F

ROTAPANEL TRI-VISION



MATERIAL: PVC

LIVE AREA: 14'H X 48'W

NUMBER OF LOUVRES: 138

CUT WIDTH: 95MM

ORIENTATION: South

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: **MUST NOT BE HAND CUT. MUST be cut with a Rosenthal or Digital Slitter**

ARTWORK INQUIRIES, FILES, and SHIPPING INQUIRIES:

RSA Media c/o Susan Eastman
One Huntington Avenue, Suite 1104
Boston MA 02116
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