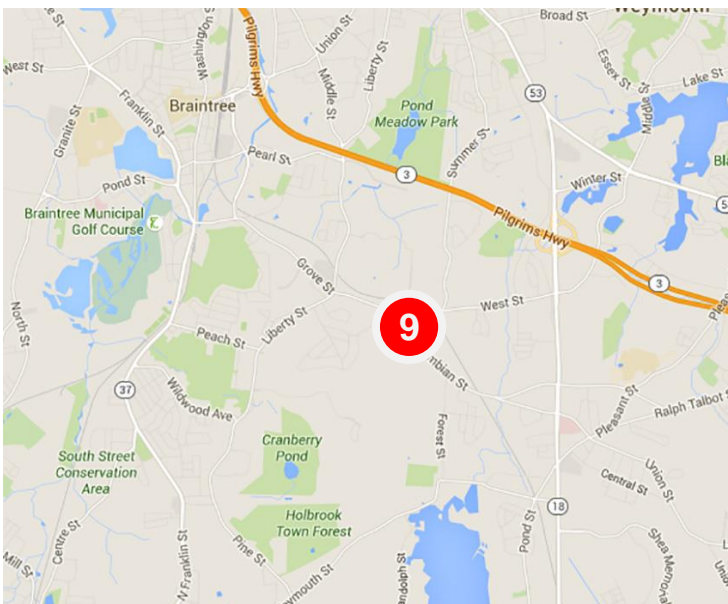


BRAINTREE – Columbian Street - N/F



DESCRIPTION

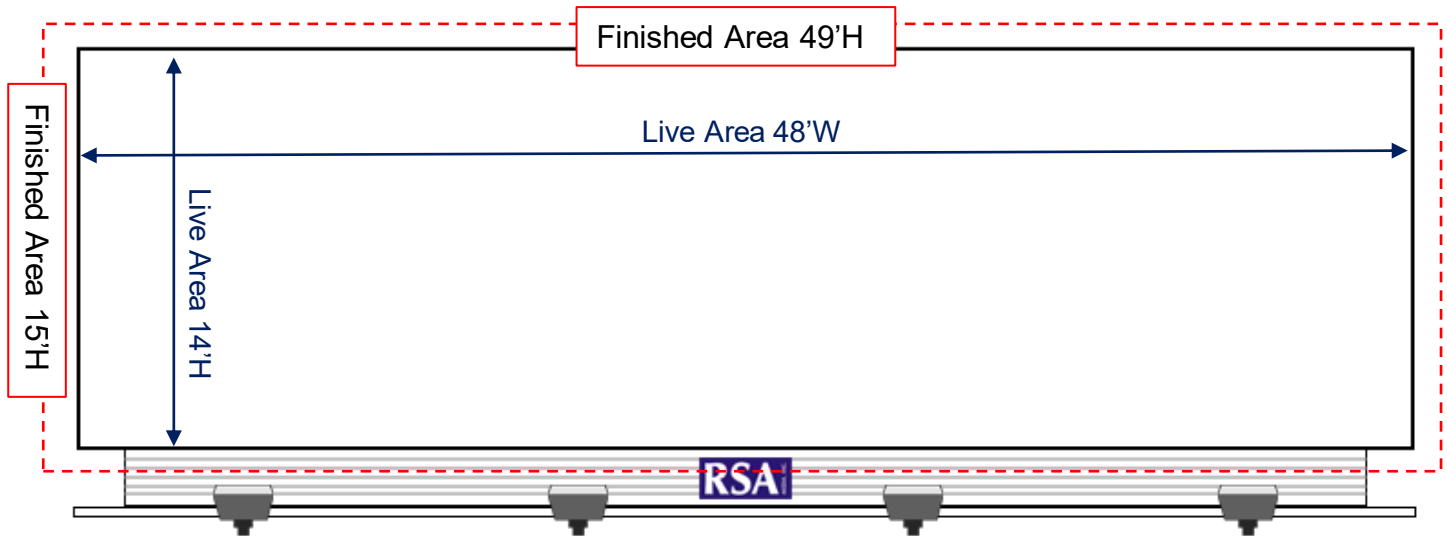
Situated on a well-traveled suburban route just south of Boston, this billboard serves as a highly visible outdoor display. Boston's south shore commuters from Braintree, Weymouth, Holbrook, Hingham, Abington and Quincy travel this roadway daily throughout the year. This impactful bulletin is located just past a stoplight, assuring maximum viewing time. It is also located adjacent to Massachusetts Lottery headquarters and next to one of Braintree's busiest restaurants.

SIZE: 14'H X 48'W Bulletin

WEEKLY A18+ IMPs: 53,020

LONGITUDE: -70.9752 **LATITUDE:** 42.1862

BRAINTREE – Columbian Street - N/F



MATERIAL: Standard Flex Face Vinyl

LIVE AREA: 14'H X 48'W (registration line on top)

FINISHED SIZE: 15'H X 49'W

ORIENTATION: North

OTHER: N/A

FILE PREPARATION: Finished artwork files should be supplied at 360 DPI at 1"=1' scale or 720 DPI at ½"=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