



# 2020 Digital Billboard Program {Information Sheet}

**LOCATION:** 141 at Meramec Station Rd (near I-44)

- North-facing billboard
  - Faces Interstate 44; Visible to Southbound 141 drivers & I-44 drivers

**AVAILABILITY/RECURRENCE/EXPOSURE:**

- 30 slots available on each side of the billboard (per 28-day cycle)
- Each slot appears for 10 seconds at a time; at least 40 times per 24-hr day; for 28 days
- Traffic counts approximately 250,000 per week in this area
- Reservations are awarded on a first come, first served basis

**PRICING:**

- Annual = 13 cycles (\$100 per cycle = \$1300)
- Quarterly = 3 consecutive cycles (\$110/cycle = \$330)
- Monthly = (1) 28-day cycle (1 cycle = \$125)

**CYCLE DATES:**

- |                           |                      |                     |
|---------------------------|----------------------|---------------------|
| 1) Dec 30 (2019) – Jan 26 | 6) May 18 – June 14  | 10) Sept 7 – Oct 4  |
| 2) Jan 27 – Feb 23        | 7) June 15 – July 12 | 11) Oct 5 – Nov 1   |
| 3) Feb 24 – March 22      | 8) July 13 – Aug 9   | 12) Nov 2 – Nov 29  |
| 4) March 23 – April 19    | 9) Aug 10 – Sept 6   | 13) Nov 30 – Dec 27 |
| 5) April 20 – May 17      |                      |                     |

**ADDITIONAL DETAILS:**

- Exposure can be increased by purchasing multiple slots in a cycle  
(ex: 1 slot = 40 exposures/day; 2 slots = 80 exposures/day; 3 slots = 120 exposures/day, etc.)
- You have opportunity to change artwork each cycle if you choose
- Graphic design assistance is available for \$25/design – contact any of the following:
  - Alphagraphics - - Contact Mesi Gebremichael | Phone: 636-529-1281
  - Copy Source - - Contact Elise Bess | Phone: 636-224-8044
  - Speed-e-Way - - Contact Mick Kenner | Phone: 636-343-5330
- Artwork Specs: 1504 x 416 pixels – submit in highest quality JPEG format
- Per MoDOT policy, video graphics/moving images are not permitted

**REGISTRATION: You will choose duration of your billboard ad**

- Use the link provided on the front page of the Fenton Chamber website to register
- You may also contact the Fenton Chamber office directly to register

**QUESTIONS?** Email: [kellyo@fentonmochamber.com](mailto:kellyo@fentonmochamber.com) | Call: 636-717-0200