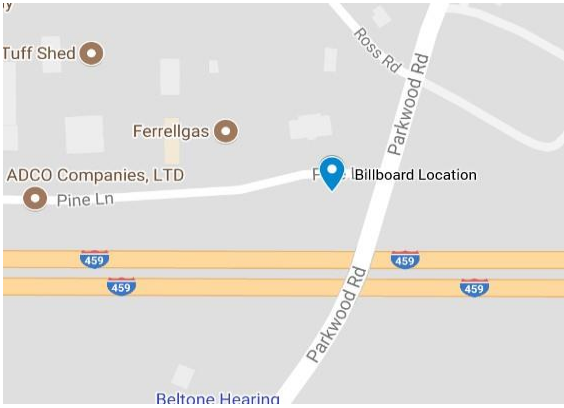




ADVERTISING II

Digital Billboard I-459 Northbound- AOA # 1

The 14' by 36' digital board is located at the intersection of I-459 Northbound and Pine Road just past the Morgan Road exit. Perfect left hand read right on the interstate which is the major thoroughfare to southern Jefferson County and Shelby County. Perfect for reaching travelers and commuters heading to I-65, Hwy 280, Pelham, Alabaster, Helena and Hoover. This board is only 5 miles from the Riverchase Galleria in Hoover.



Location: I-459 North, South of Parkwood Road overpass.
 Facing: West side facing South
 Size: 14' x 36'
 Spot Length: 7.5 seconds
 Impressions: 120,100 Week
 TAB Panel ID: 30864342
 Latitude: 33.3422316
 Longitude: -86.902739

Rate Card

4-Week Cost:	\$2,000 Net
Monthly Showings:	43,200
Production:	\$50
ALDOT Traffic Count:	63,030 vehicles daily
Production:	520 x 1360 jpeg, 72 DPI

Demographics

- In 2017, the population of Jefferson County was 659,197
- Jefferson County 54.6 White 42.6 African American.
- Median household income of \$69,000 is well above the state average.
- Hoover population is 84,943
- Hoover average income is \$79,004 and is well above the state average
- Hoover is one of the primary shopping districts in the Birmingham metro area and home to Riverchase Galleria Alabama's largest indoor shopping mall.

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