

AL Outdoor

ADVERTISING II

Digital Billboard I-59/20 Fairfield- AOA # 2

The 14' by 48' digital board is located just past the Lloyd Nolan Parkway entrance ramp to I-59 north. This board is designed to reach commuters from western Jefferson County and Tuscaloosa along with travelers into the downtown Birmingham area. It is located 4.8 miles from the city center of Birmingham's business district.



Location: I-59 North, Right Read & North of Lloyd
Noland Parkway
Facing: East Side facing South
Size: 14' x 48'
Spot Length: 7.5 seconds
Impressions: 228,317 Week
TAB Panel ID: 30864343
Latitude: 33.294735 N
Longitude: -86.542542 W

Rate Card

4-Week Cost:	\$2,000 Net
Monthly Showings:	43,200
Production:	\$50
ALDOT Traffic Count:	90,660 vehicles daily
Production:	520 x 1760 jpeg, 72 DPI

Demographics

- Birmingham is the most populous city in the U.S. state of Alabama and the county seat of Jefferson County.
- The city's population was 212,237
- The downtown area of Birmingham is the central hub to Alabama businesses such as health care, banking, entertainment and is the home to the headquarters of Bell South, Alabama Power, Regions Bank, BVBA Bank
- Home to 4 universities – Miles College, Birmingham Southern, Samford and University of Alabama at Birmingham
- I-59/20 leads to Regions Field – home of the Birmingham Barons, Birmingham Jefferson County Civic Center, Top Golf

Alabama Outdoor II
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