



Over 1.9 million views per month

Board #VC110/A/B/C

I-80 @ Colfax, CA

Location: South side of Interstate 80, approx. 1 Mile west of Colfax exit
East Facing

(TRI-VISION)

Illuminated

Size: 14' x 48'

DEC: 46,000

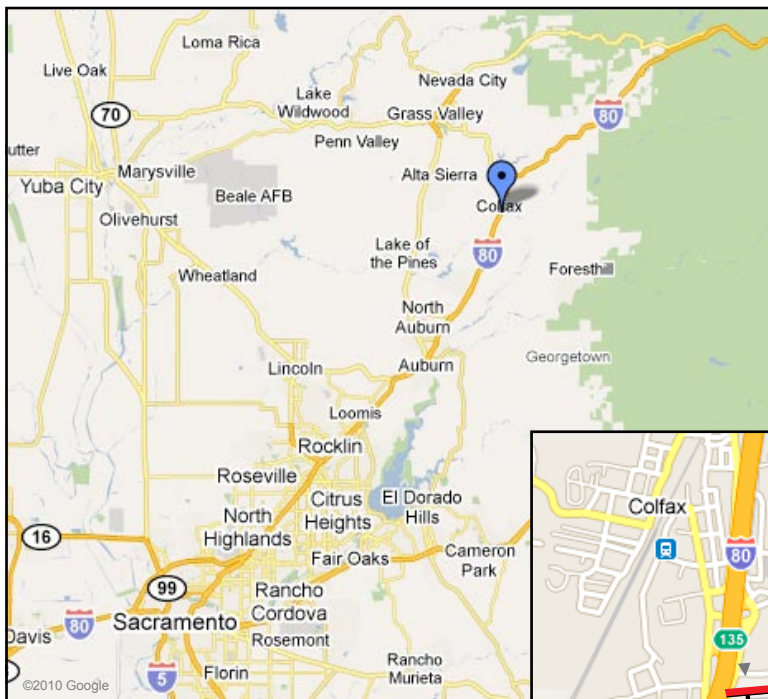
Weekend Peaks:

in excess of 110,000

Viewing Impressions:

over 1.9 million views per month

This illuminated east facing 14'x 48' Tri-Vision reaches the traffic from the Reno, Lake Tahoe, and Truckee areas returning to the Sacramento and SF Bay Area markets. This billboard is located at the apex of the curve on Interstate 80 so this delivers a direct read and provides a lengthy unobstructed read (12+ seconds). Faces rotate at 5 second intervals... each auto is exposed to a minimum of two faces on each passing. The cost of changing faces is minimal due to the new rigid vinyl louvers. All, or part of a face may be easily and affordably changed which allows flexibility and cost savings for frequent creative changes. This high profile bulletin is well suited for top-of-mind and name recognition campaigns allowing a "Burma Shave" type of story line. This unit is able to display more than one image, concept or offer on one board... thus minimizing the cost per message per face. This is one of the most high profile bulletins located along Interstate 80 between the Sacramento and Reno Markets. It is perfect for branding of national products or businesses or for featuring several parts or phases of one product line or business.



Close-up View

VTSCom

OUTDOOR