

MEMPHIS DIGITAL ROTARY OVERVIEW

The board is
thankful for our
team members

EAST
240
Nashville
WEST
72
Poplar Ave
EXIT 30 MPH
EXIT 15B

OUTFRONT
WE GET YOU AMERICA



02-8228 WS I-55, 1500 ft S of Shelby
/ Weekly Imps: 100,503



02-8366 E/L I-55 @OKLAHOMA
/ Weekly Imps: 105,736



02-8351 W/L I-40 1000 ft N/O Summer Ave.
/ Weekly Imps: 257,595



02-8358 N/L I-40 .2 mi W/O HWY. 64
/ Weekly Imps: 93,720

DIGITAL ROTARY NETWORK

SOURCE: GEOPATH INSIGHTS

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02-8369 N/L I-240 2500 ft E/O Airways
/ Weekly Imps: 397,473



02-8353 W/L I-40 .6 mi W/O Watkins
/ Weekly Imps: 63,651

Weekly A18+ Imps: **169,778**

- / Size: 14'h x 48'w
- / Spot: 8 Seconds
- / Spots per Day: 1,350
- / Rotating through 6 locations
- / Hours: 24
- / Type: Digital

DIGITAL/MOBILE PACKAGE - \$3,000

This package is for 1,350 spots, rotating 24/7 through 6 digital locations across the Memphis market. It also includes a mobile component, guaranteeing 125,000 mobile impressions!

DIGITAL ROTARY NETWORK

SOURCE: GEOPATH INSIGHTS
*Locations subject to change.

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MOBILE QUICK FACTS

74%

of all digital time
is spent on a mobile
device

90%

of all mobile
time is spent on
apps

92%

of college educated
adults go online
everyday

3.5 HRS

is the average time the
average adult spends on
mobile a day

In 2018, Mobile Ad Spend surpassed
Television for the very first time.

34.1%

Mobile

31.2%

TV

Mobile Ad Spend is projected to grow to
double that of TV by 2020:

48.8%

Mobile

23.5%

TV

1 in 5

American adults are
"smartphone-only"
internet users

\$117B

is the projected 2020 total
of in-app ad revenue
globally

DIGITAL COVERAGE MAP

8353

8358

8351

8366

8369

8228

THANK YOU /