

NASHVILLE DIGITAL ROTARY OVERVIEW

JURASSIC WORLD
LIVE TOUR

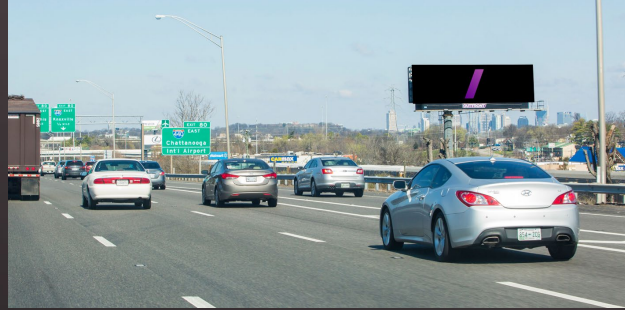
BRIDGESTONE
ARENA
DEC 10 - 22

EXIT 27
N
N First St
Jefferson St
1/2 mile

OUTFRONT
WE GET YOU AMERICA



02-7105 I-40/I-65 Charlotte Avenue S/S F/W
/ Weekly Imps: 236,856



02-8702 E/S I-65 S/O I-440 F/S
/ Weekly Imps: 344,080



02-8725 I-24 I-65 W/S I-24 F/S
/ Weekly Imps: 179,260



02-8773 W/L I-65 N/O Rivergate Pkwy F/N
/ Weekly Imps: 179,006



02-9036 N/L I-24 W/O Waldron Road F/E
/ Weekly Imps: 194,670



02-9119 E/L Korean Veterans Blvd. N/O S.
1st St. F/S
/ Weekly Imps: 89,420

DIGITAL ROTARY NETWORK

SOURCE: GEOPATH INSIGHTS

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Weekly A18+ Imps: **266,862**

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

02-9123 W/L Briley Pkwy W/O McGavock Pk. F/S
/ Weekly Imps: 523,330

14-7839 I-40 @ Spence Lane N/S F/E
/ Weekly Imps: 388,276

DIGITAL/MOBILE PACKAGE - **\$4,000**

This package is for 1,350 spots, rotating 24/7 through 8 digital locations across the Nashville 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

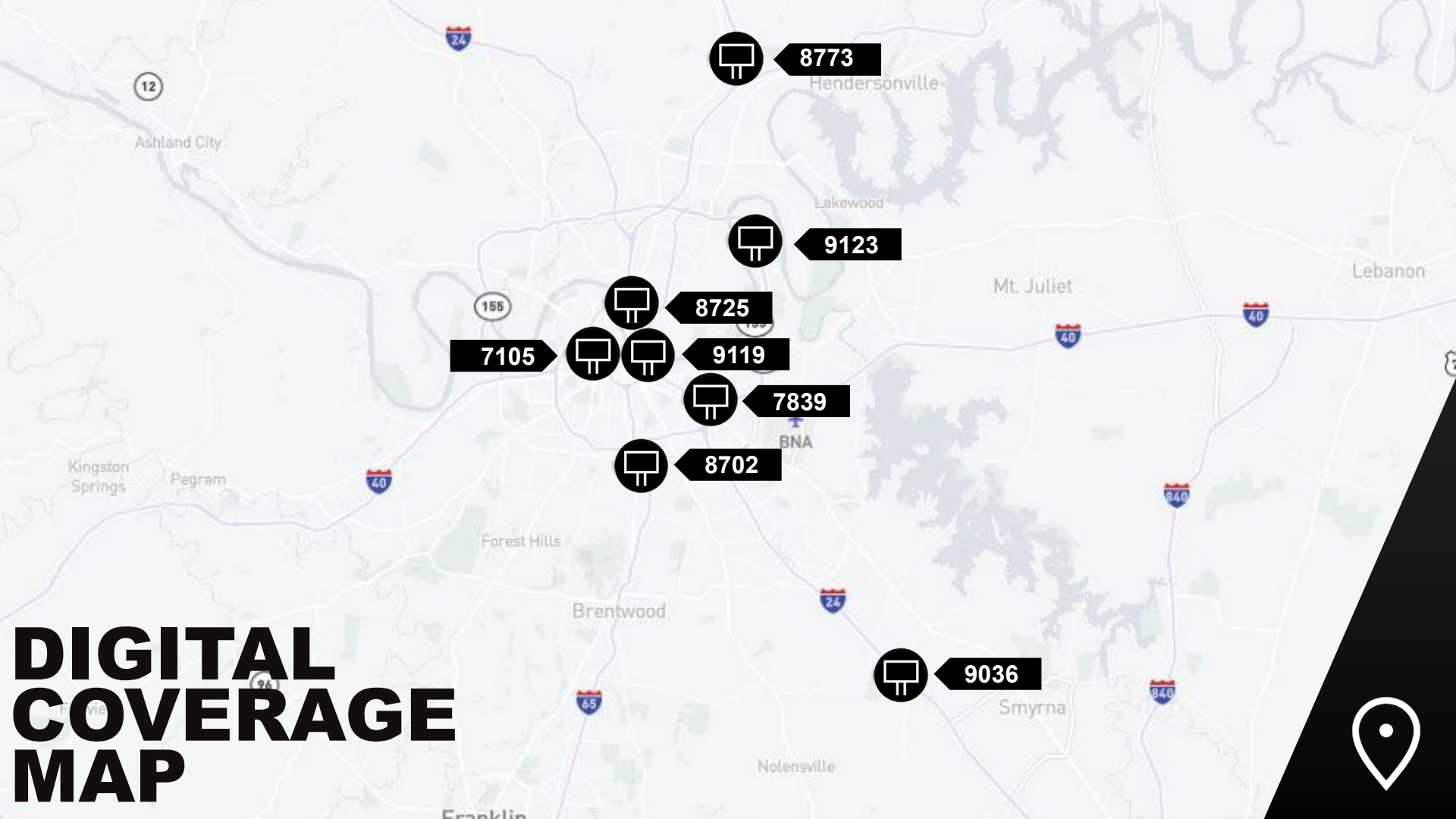
1 in 5

American adults are
“smartphone-only”
internet users

\$117B

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

DIGITAL COVERAGE MAP



THANK YOU /