

# Why Buy



## Digitals?

### DIGITALS ARE FLEXIBLE

Your ad can be changed to meet your specific objectives with different daily messages. We can also design your message to change with local conditions such as weather, holidays, interstate travel, tourism events, etc. In a word, **digital billboards are flexible**. Time sensitive messages can be changed instantaneously with live internet feeds from your website or, with your new creative, we can have a different ad up in less than a day. Our technology even allows you to upload new designs directly to our web portal for virtually immediate display.

### NO PRODUCTION COSTS

All this flexibility with **no production costs**. Even if you have chosen to rotate a dozen different ads, there are no printing or installation charges and no limits to the way you choose to configure when different ads are displayed.

### NO CONTRACT TERM HURDLES

Whether you want to advertise for a day or for a year, your ad can be displayed for the **exact term** that best suits your sales objectives and budget.

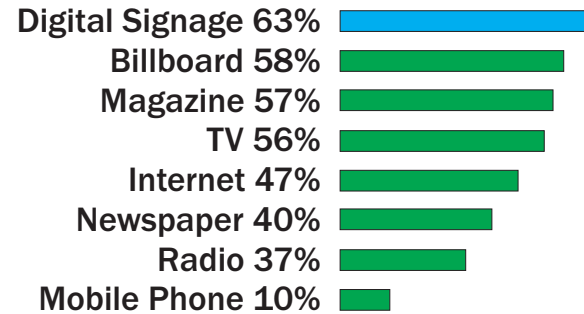
Vista Outdoor is bringing Camden County billboard advertising to a new level. Our two new digital displays, located on the busiest sections of State Route 40, are equipped with state-of-the-art high resolution LED technology and are ready to rejuvenate your business's advertising.



We welcome the opportunity to show you how this new advertising option can work for you - in a flash! 912-882-6262

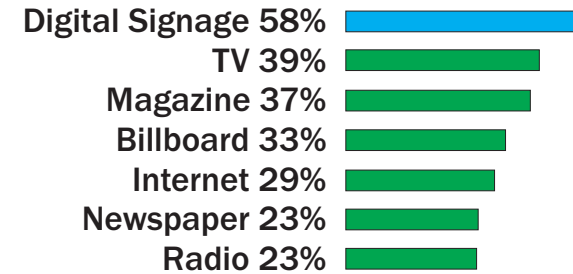
## Digital signage captures attention, is unique, interesting and entertaining.

Percentage of people who report that advertising on the media catches their attention



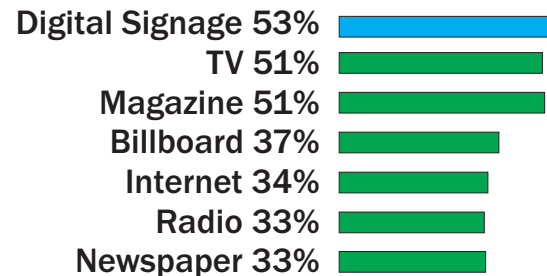
Base: Among those who have seen ads in the media in the past 12 months

Percentage of people who report that advertising on the media is unique



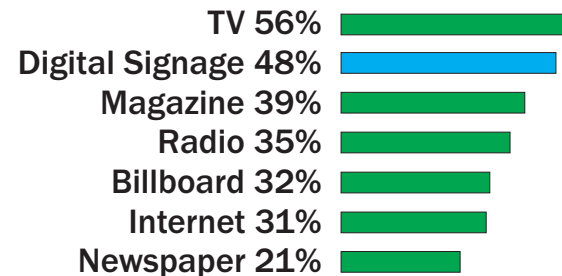
Base: Among those who have seen ads in the media in the past 12 months

Percentage of people who report that advertising on the media was interesting



Base: Among those who have seen ads in the media in the past 12 months

Percentage of people who report that advertising on the media is entertaining



Base: Among those who have seen ads in the media in the past 12 months



Digital Displays



St. Marys, GA

OUTDOOR ADVERTISING®

(912) 882-6262 billboards@tds.net

## MARKET COVERAGE - Camden County, GA

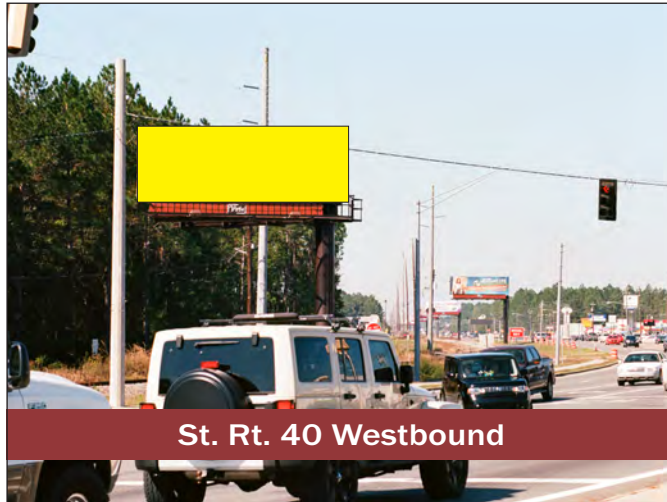
#1 Digital Bulletin Reads to westbound SR 40 traffic and Kings Bay Rd. at SR 40.

Population: 51,476 Directional AADT: 17,986 Two-way Count: 35,971

Full Flip (1 of 7 spots)

Guaranteed Spots Per Day	Total Advertisers	Seconds Per Spot	4 Week Rate	Weekly Rate	Daily Rate	2nd Day Rate
1235	7	10	\$1100	\$550	\$200	\$150

Digital #1



Digital Displays



St. Marys, GA

OUTDOOR ADVERTISING®

(912) 882-6262 billboards@tds.net

### MARKET COVERAGE - Camden County, GA

#2 Digital Bulletin reads to Hwy 40 eastbound and northbound I-95 Exit 3 off-ramp traffic.

**Population:** 51,476    **Directional AADT:** 14,465    **Two-way Count:** 28,931

Full Flip (1 of 7 spots)

Guaranteed Spots Per Day	Total Advertisers	Seconds Per Spot	4 Week Rate	Weekly Rate	Daily Rate	2nd Day Rate
1235	7	10	\$1100	\$550	\$200	\$150

Digital #2





# Digital Locations

SR 40 - Camden County, GA

(912) 882-6262 [billboards@tds.net](mailto:billboards@tds.net)

