



:::Description

Our new 10' x 30' Digital Billboard is the most visible location on the Route 15 corridor in Dillsburg, PA. Located in the Giant Shopping Plaza, the billboard is seen by all local customers traveling into and out of the plaza, as well as all local and transient customers traveling back and forth from Harrisburg, Dillsburg, Camp Hill, and Gettysburg. The Digital Display is a right hand read located just before the shopping plaza.

:::Market

The Harrisburg-Carlisle Metropolitan Area, including Dauphin, Cumberland, and Perry counties, had a population of 509,074 in 2000 and grew to 549,850 in 2010, making it the fifth largest Metropolitan Statistical Area in Pennsylvania after Philadelphia, Pittsburgh, Allentown-Bethlehem-Easton, and Scranton-Wilkes Barre Metropolitan Areas.

:::Frequency

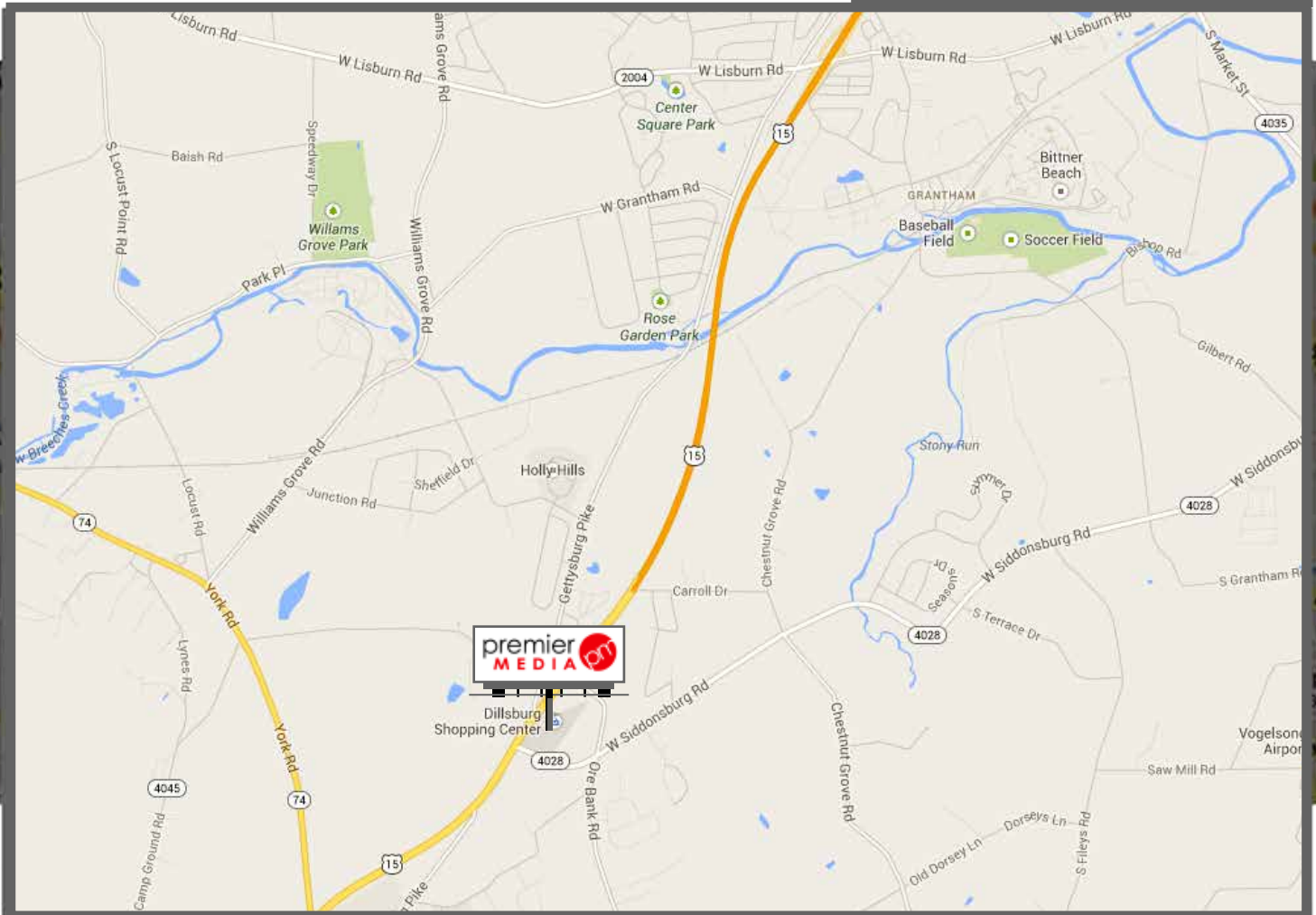
Each Message is static for 6-7 seconds

- Over 2,000 exposures per day
- Over 60,000 exposures per month

:::Location Overview

Location:	Located south of I-76 (PA TrnPk), on Rte 15 in between Ore Bank Road and State Road 4028/W Siddonsburg Rd
DMA:	Harrisburg Metro Area
Size/Facing:	10' X 30' Facing South
Traffic Count:	32,000
DEC:	22,080
Lat:	40.129942
Long:	-77.019652





::: Benefits of Digital

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|-------------|--|
| Flexibility | Target and adapt your message to your audience of time-sensitive needs |
| Efficiency | Ability to react - eliminating time and printing cost |
| High Impact | Immediate delivery of your message to your target audience |
| Repetition | Over 2,000 exposures per day |
| Executions | Unlimited creative executions |

South Central PA DMA

