



Digital Bulletin Unit

:::Description

Our new 14' x 48' Digital Bulletin is the most prominent outdoor advertising display in the Lancaster area market. Visible from Route 283, Route 30 and Chester Road, our digital display is seen by over 150,000 vehicles per day. Located on the grounds of Red Rose Commons Shopping Plaza, the placement of the display allows for maximum exposure to all local and regional traffic visiting the Lancaster Market. The phenomenal, ongoing growth and development of this corridor will continue to increase the already indispensable value of this location and make it an essential element of any greater Lancaster/Harrisburg DMA marketing plan

:::Market

The Lancaster metropolitan area population is 507,766, making it the 101st largest metropolitan area in the US and 2nd largest in the South Central Pennsylvania area. The city's primary industries include healthcare, tourism, public administration, manufacturing, both professional and semi-professional services.

:::Frequency

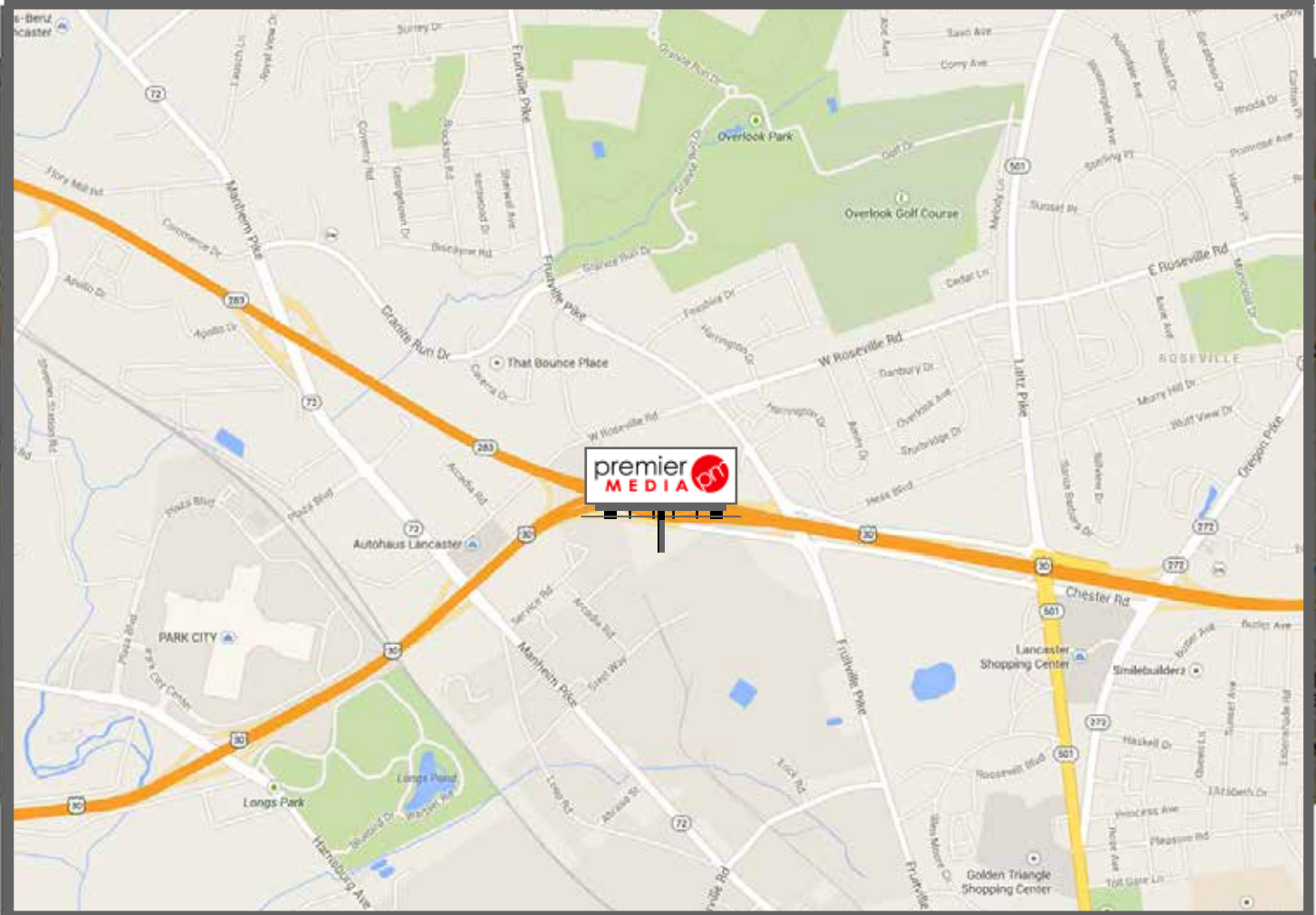
Each Message is static for 6-7 seconds

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

:::Location Overview

Location:	Red Rose Commons 1700 Fruitville Pike Lancaster, PA 17601
DMA:	Lancaster Metro Area
Size/Facing:	14' X 48' Facing West
Traffic Count:	98,000 Route 30 59,000 Route 283 9,800 Chester Road
Total Traffic Count:	166,800
DEC:	115,092
Lat:	40.069948
Long:	-76.321753





...Benefits of Digital

- 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

