



Digital Bulletin Unit

..:Description

Introducing the ONLY 14'x 48' Digital Bulletin for Westbound traffic near the I30 / 283 Split located at Red Rose Commons Shopping plaza in Lancaster, PA. This digital display serves traffic heading to all points Westbound in the local area including Park City Mall, Manheim Pike, and all Harrisburg and York destinations. Seen by all traffic patterns heading to either 283 West or 30 West, our digital display is seen by over 90,000 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

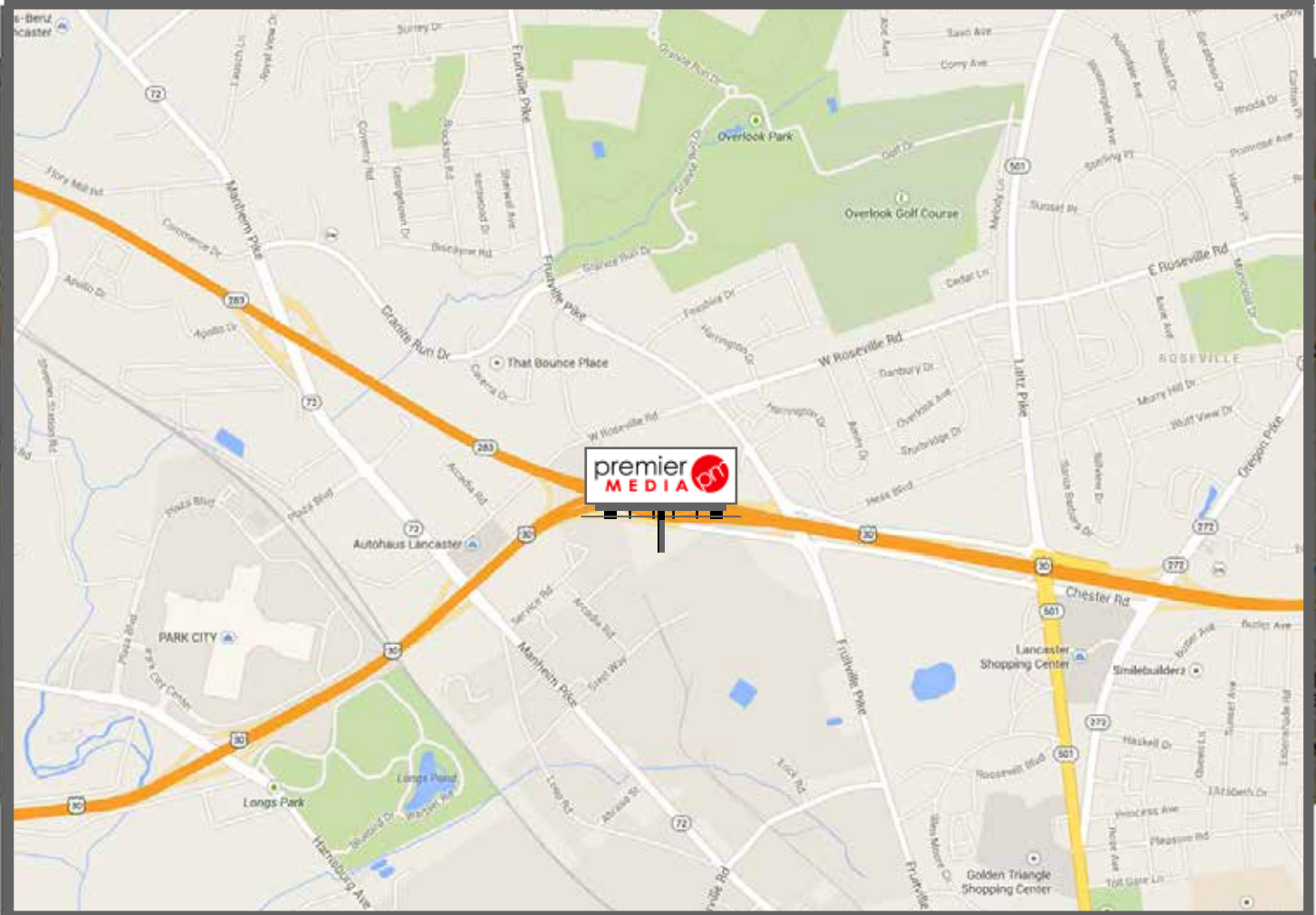
Each Message is static for 6-7 seconds

- 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 East
Description:	Left Hand Read for traffic heading Westbound
Traffic Count:	98,000 Route 30
DEC:	67,620
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

