



Digital Bulletin Unit

## ..:Description

Introducing Premier Media Lancaster's new Oregon Pike Digital Junior Poster displays for both Southbound and Northbound traffic in between the Lancaster and Ephrata markets. The **BACK TO BACK** digital displays, located just north of Lancaster and south Ephrata on **OREGON PIKE**, catch the attention of nearly 30,000 **LOCAL** vehicles per day. The crystal clear 16MM LED image display sits literally right on the road and catches all Southbound and Northbound traffic. Oregon Pike is one of the most heavily traveled local roads and this **BACK TO BACK** unit serves as an excellent advertising tool for any advertiser wanting to reach the Lancaster and Ephrata markets.

## ..: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

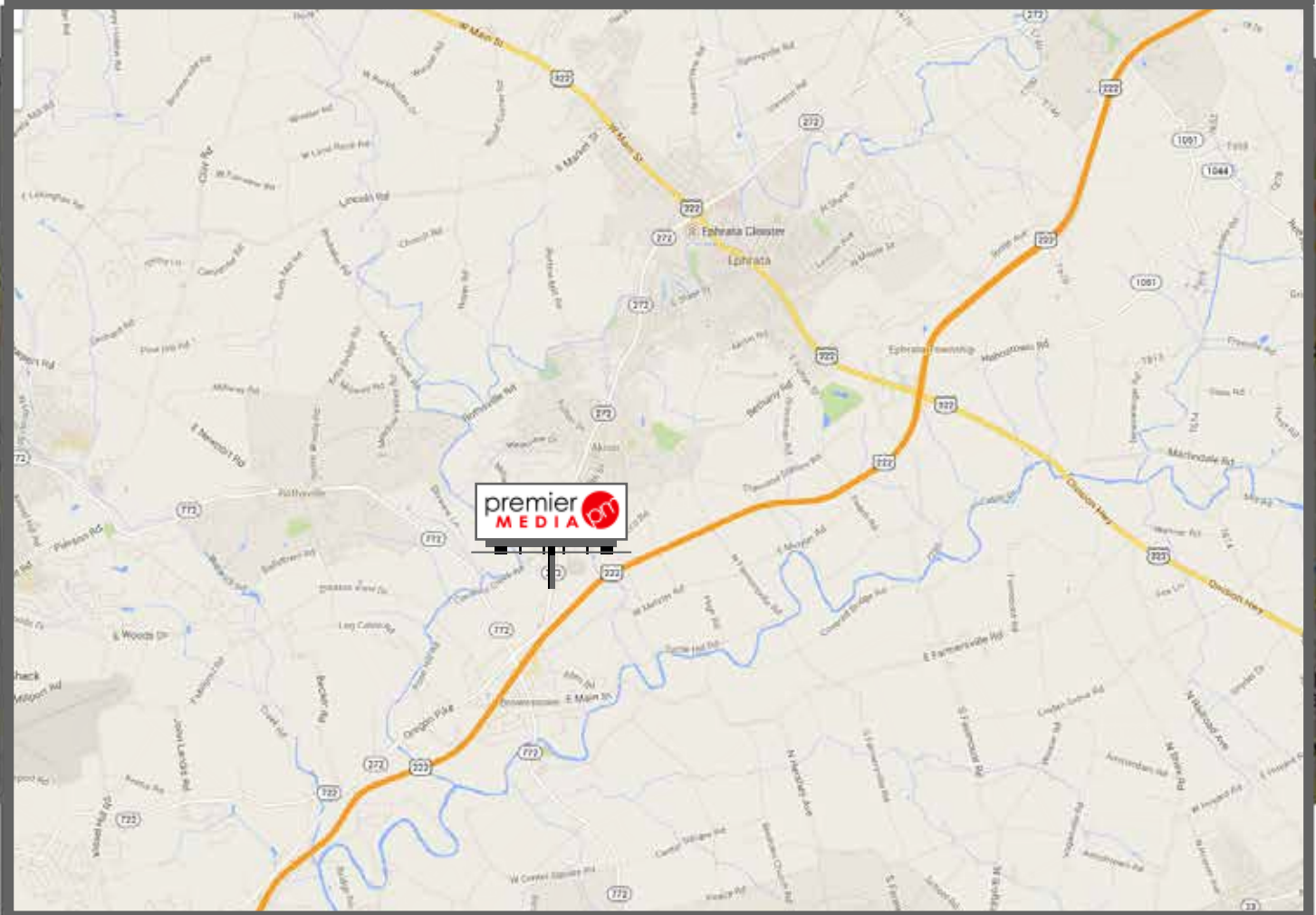
Each Message is static for 6-7 seconds

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

## ..:Location Overview

Location:	Rose Hill Construction 4439 Oregon Pike Ephrata, PA 17522
DMA:	Lancaster/Ephrata Metro Area
Size/Facing:	7' x 12' LED Facing South
Description:	Right Hand Read for traffic heading Southbound
Traffic Count:	38,000 Oregon Pike
DEC:	26,220
Lat:	40.141209
Long:	-76.210653





**::: 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

