Digital and Static Billboards Manitowoc County





ERTISE

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www.signmeupofwi.com | 920-550-0009

Digital Billboard #500 S. Rapids Road & Expo Drive

Facing/Read: South, right-hand read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.081190, -87.707753 DEC: 14,766 Located on the east side of S. Rapids Road, this digital billboard is at a highly visible intersection with great exposure to northbound travelers.



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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.

Franciscan Sisters Rapids Precision Floors & Decor of Christian Charity... R Heiden C Prevea Manitowoc Health Center Ansay & Associates Red Arrow Equ Expo Dr Expo Dr spide Expo Dr Kerry Red Ar Matthew Culligan Main O Rd ٢ Michael J. Wind, OD Van Horn Chrysler Rd Dodge Jeep Ram of ... Rapids Forefront Dermatology S Manitowoc, W S Rapids Rd

CONTACT US

Static Billboard #501 S. Rapids Road & Expo Drive

Facing/Read: North, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.081190, -87.707753 DEC: 14,766 Located on the east side of S. Rapids Road, this static billboard is at a highly visible intersection with great exposure to southbound travelers.



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CONTACT US

Digital Billboard #502 Calumet Ave. & S. 41st Street

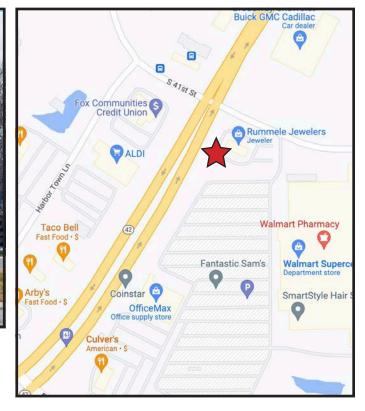
Facing/Read: West, right-hand read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.077267, -87.698537 DEC: 22,494 Located on the south side of Calumet Avenue (Hwy 42), this digital billboard provides excellent exposure to eastbound travelers entering Manitowoc on the main traffic corridor.



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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.



Static Billboard #503 Calumet Ave. & S. 41st Street

Facing/Read: East, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.077267, -87.698537 DEC: 22,494 Located on the south side of Calumet Avenue (Hwy 42), this static billboard provides excellent exposure to westbound travelers on their way out of Manitowoc on the main traffic corridor.



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Buick GMC Cadillac ox Communities **Credit Union** C Rummele Jewelers ALDI Walmart Pharmacy Taco Bell Fast Food · \$ Fantastic Sam's Walmart Super Department sto Arby's Coinstar 🙂 SmartStyle Hair Fast Food · \$ OfficeMax Office supply store Culver's merican · S

CONTACT US

Digital Billboard #504 Calumet Ave. & S. 39th Street

Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.081502, -87.695780 DEC: 24,012 Located on the north side of Calumet Avenue (Hwy 42), this digital billboard provides excellent exposure to eastbound travelers entering Manitowoc on the main traffic corridor.



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Kadov Safranski Tire and Auto Scott's Home Improvement Lords N' Ladies Salon N' Spa Certified Auto Services Popeye Renegades Country Louisiana Kitchen Bar With A Bit of Rock Chicken · S **O'Reilly Auto Parts** ce 🖯 Lang's Appliance Services Exxon n Seasons 🖷 riendly · \$ Joyeria Ordaz 😁 rbor Town Inn **Broadway Chevrolet** Ruick GMC Cadillac

CONTACT US

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CONTACT US

Static Billboard #506 Calumet Ave. & S. 36th Street

Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.082697, -87.693328 DEC: 24,012 Located on the north side of Calumet Avenue (Hwy 42), this static billboard provides excellent exposure to eastbound travelers entering Manitowoc on the main traffic corridor.



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Wells Fargo Bank Wells Fargo Bank Cutman Insurance Friar Tuck's Rogan's Shoes Shoe store Colonial Pet Colonial Pet Colonial Pet Colonial Pet Shoe store Colonial Pet Colonial Pet

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Static Billboard #507 Calumet Ave. & S. 36th Street

Facing/Read: East, right-hand read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.082697, -87.693328 DEC: 24,012 Located on the north side of Calumet Avenue (Hwy 42), this static billboard provides excellent exposure to westbound travelers on their way out of Manitowoc on the main traffic corridor.



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Wells Fargo Bank



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CONTACT US

Static Billboard #508 Calumet Ave. & S. 29th Street

Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.086546, -87.684323 DEC: 22,218 Located on the north side of Calumet Avenue (Hwy 42), this static billboard provides excellent exposure to eastbound travelers entering Manitowoc on the main traffic corridor.



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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.



Digital Billboard #509 Calumet Ave. & S. 29th Street

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Custer St Custer St S 30th \$ Hobby Lobby Bank First - Manitowoc S (Custer Street) AutoZone Auto Parts 😁 Auto parts store Oil Changers PJ's Automotive Pizza Expert There nmunity First Credit Union **Burger King** ttle Caesars Pizza izza · S Schaus Mechanical 😁 Elux Express Home improvement store O Check Into Cash Cher-Make Sausage T-Mobile Cell phone st Midas Auto repair shor Title oans

Digital Billboard #510 Calumet Ave. & S. 26th Street

Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.087671, -87.679973 DEC: 23,736

Located on the east side of S. 26th Street, this single-sided digital billboard is at a highly visible intersection with great exposure to eastbound travelers.



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Coldwell Ban

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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.

Real Estate G Renew Day Spa /ement a supply store Gabriel Insurance Golden Flame Services Rose Custer St. Auto Repair & Towing ter St 26th St Walgreens 🔁 Drug store arper Edge Walgreens Pharmacy Parts 😁 igers Kraken Cuts Hair Parlo 0 Extreme Audio 2411 **Team Electronics** nics store Expert Therapy Pizza 🖤 Brents Place Hamilton St to

CONTACT US

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's Woodworking

Static Billboard #511 S. 14th Street & Washington Street

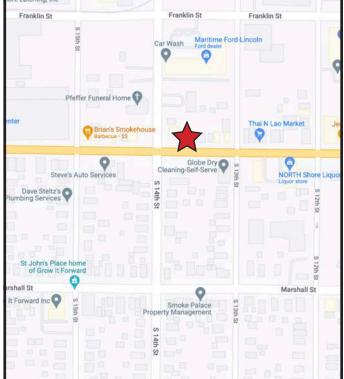
Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.089059, -87.665514 DEC: 13,248 Located on the north side of Washington Street, this single-sided static billboard is at a highly visible intersection with great exposure to eastbound travelers.



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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.



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Static Billboard #512 S. 12th Street & Washington Street

Facing/Read: West, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.088759, -87.664314 DEC: 13,248 Located on the south side of Washington Street, this single-sided static billboard has great exposure to westbound travelers.



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According to the Out of Home Advertising Association of America (OAAA) the Daily Effective Circulation (DEC) is calculated by assuming that each vehicle contains 1.38 people (age 18 years and older). These statistics assume 24/7 illumination. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day. This is the "annual average daily traffic" or AADT. WisDOT collects AADT data 24/7 at ~300 sites statewide.

Franklin St Franklin St Franklin St Franklin St Car Wash Maritime Ford-Lincoln Manitowoc County Funeral Home Manitowoc County Board of Realtors Brian's Smokehouse Thai N Lao Market Jenn's Java Pizza Hi Services Globe Dry St Candy Apple Services Globe Dry St St Recreation... 0 St St Recreation... St Recreation... 0 St Recreation... St Recreation... St Recreation...

CONTACT US

Digital Billboard #513 N. 10th Street & Buffalo Street

Facing/Read: North, cross-read Location: Manitowoc Size: 12' tall x 24' wide Lat/Long: 44.094920, -87.660421 DEC: 9,522 Located on the east side of N. 10th Street, this single-sided digital billboard has great local exposure to southbound travelers.



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Digital Billboard #514 1422 Washington Street

Facing/Read: South, cross-read Location: Two Rivers Size: 4' tall x 24' wide Lat/Long: 44.146549, -87.568562 DEC: 10,074 Located on the west side of Washington Street, this unique digital billboard has great local exposure to northbound travelers entering the downtown district.



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Image: Subset of the stand of the

CONTACT US John Ashenbrener | 920-901-6900 | john@signmeupofwi.com Brian Dunton | 920-698-1221 | bdunton@signmeupofwi.com

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Digital Billboard #515 1422 Washington Street

Facing/Read: North, right-hand read Location: Two Rivers Size: 4' tall x 24' wide Lat/Long: 44.146549, -87.568562 DEC: 10,074 Located on the west side of Washington Street, this unique digital billboard has great local exposure to southbound travelers exiting the downtown district towards Manitowoc.



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CONTACT US

Artwork/Design Specifications and Guidelines

Digital Billboards

DESIGN SERVICES

We offer design services to assist in creating the ideal layout for your billboard graphic.

SIZE: 352 pixels tall x 704 wide

- #500 (S. Rapids Road & Expo Drive)
- #502 (Calumet Ave. & S. 41st Street)
- #504, #505 (Calumet Ave. & S. 39th Street)
- #509 (Calumet Ave. & S. 29th Street)
- #510 (Calumet Ave. & S. 26th Street)
- #513 (N. 10th Street & Buffalo Street)

SIZE: 64 pixels tall x 368 wide

• #514, #515 (1422 Washington Street)

KEEP IT SIMPLE

The first step to creating effective billboard messaging is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

FILE FORMAT

- JPG or PNG at 100% quality
- Use RGB color, not CMYK
- Resolution: 72 ppi
- File size: 1MB or smaller

KEEP IT BIG

Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. The recommendation is for text to be at least 12" tall.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.

KEEP IT COLORFUL

High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read.



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Artwork/Design Specifications and Guidelines

Static Billboards

DESIGN SERVICES

We offer design services to assist in creating the ideal layout for your billboard graphic.

SIZE: 12' tall x 24' wide

- #501 (S. Rapids Road & Expo Drive)
- #503 (Calumet Ave. & S. 41st Street)
- #506, #507 (Calumet Ave. & S. 36th Street)
- #508 (Calumet Ave. & S. 29th Street)
- #511 (S. 14th Street & Washington Street)
- #512 (S. 12th Street & Washington Street)

FILE FORMAT

- Native file formats from Photoshop, Illustrator, or InDesign are ideal
- Use CMYK color, not RGB
- Resolution: 216 ppi setup on a scale of 1" = 1'
- Embed fonts when applicable

SETUP FOR BLEED/TRIM/FINISHING

An example of a 12' x 24' billboard is shown below to illustrate a 6" bleed that needs be included on all edges. The safe area is inset 6" from all edges of the live area to ensure that text/artwork is visible. These 6" guidelines are the same for all sizes of billboards.

Bleed/Trim/Finishing:





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