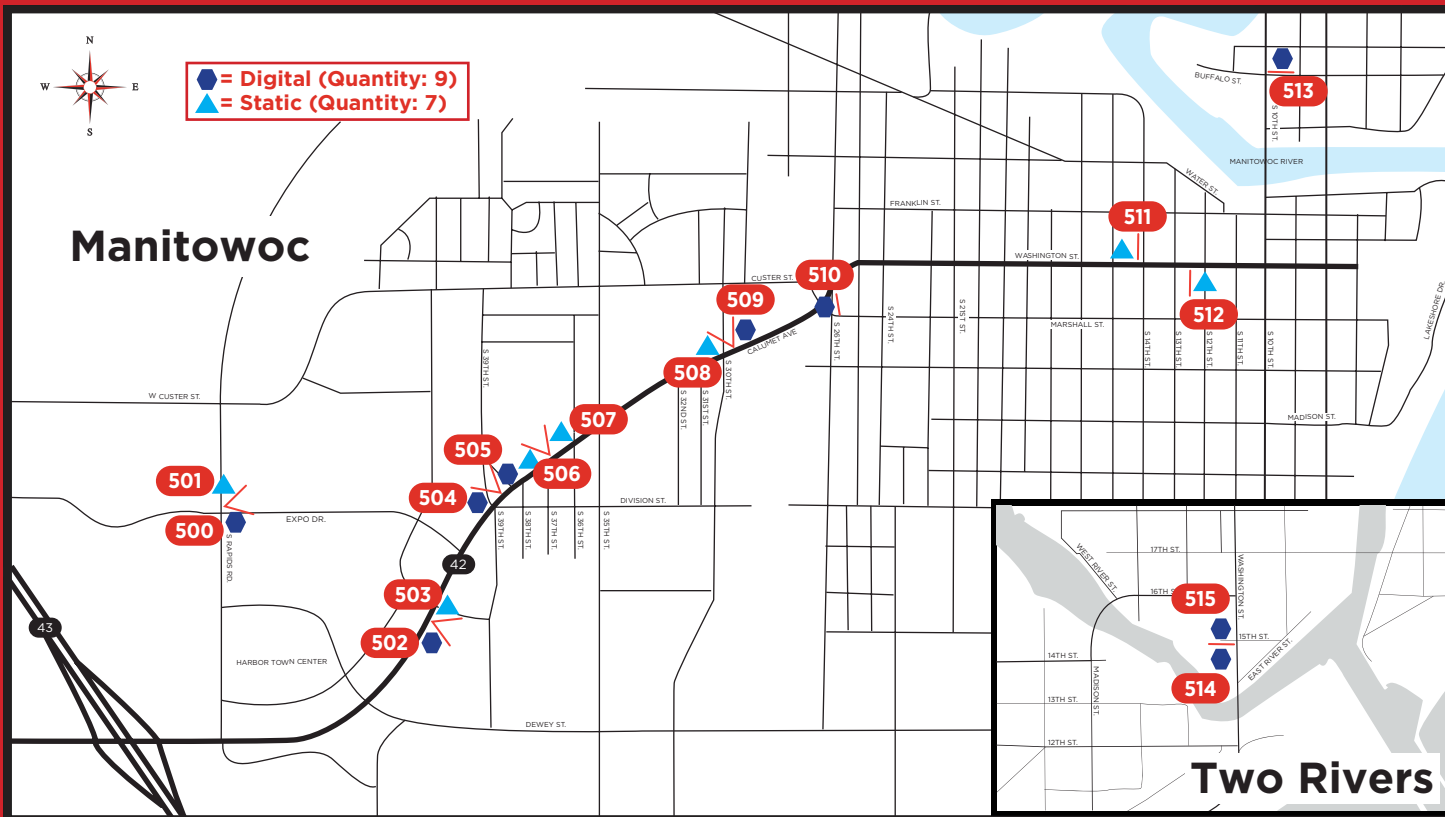


Digital and Static Billboards Manitowoc County

2023-01



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www.signmeupofwi.com | 920-550-0009

Digital Billboard #500

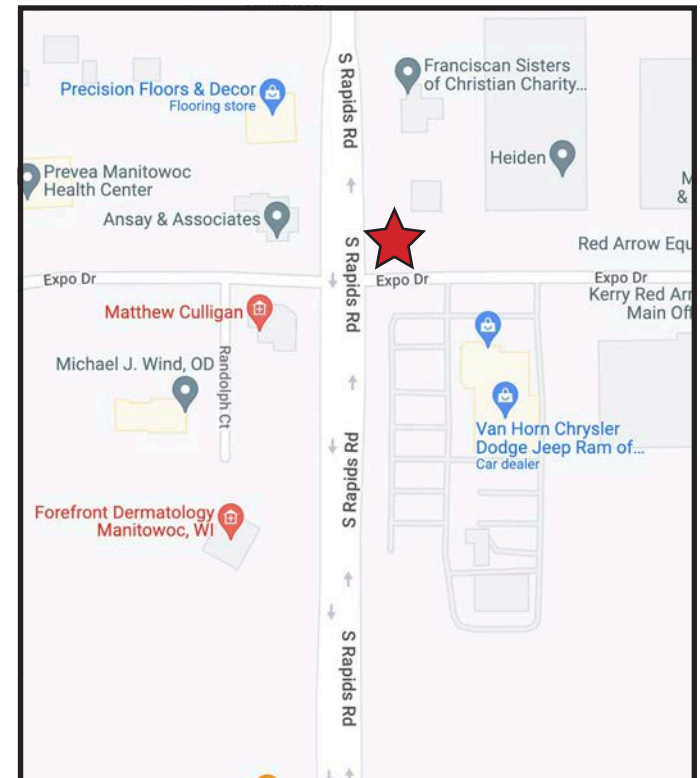
S. Rapids Road & Expo Drive

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.



www.signmeupofwi.com
920-550-0009



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 #501

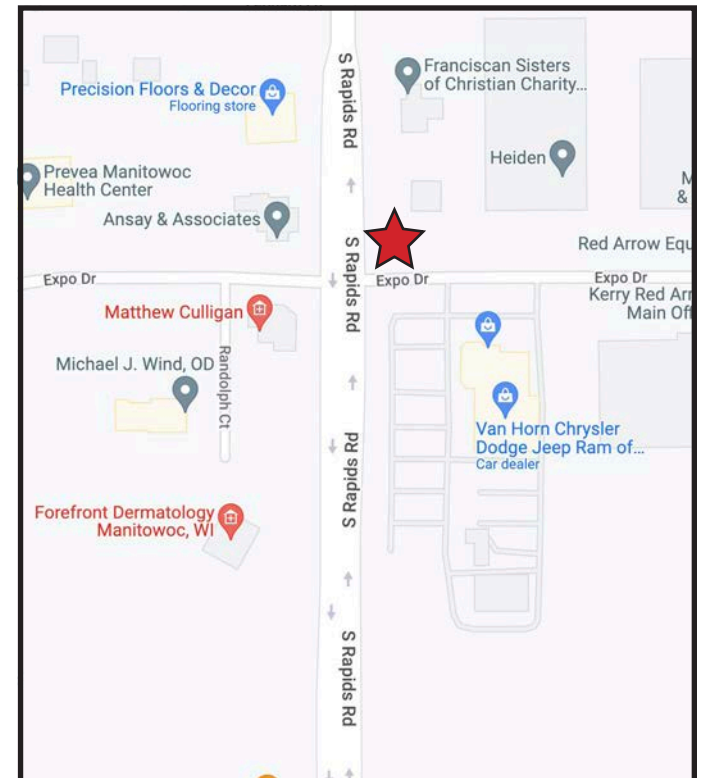
S. Rapids Road & Expo Drive

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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920-550-0009



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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Digital Billboard #502

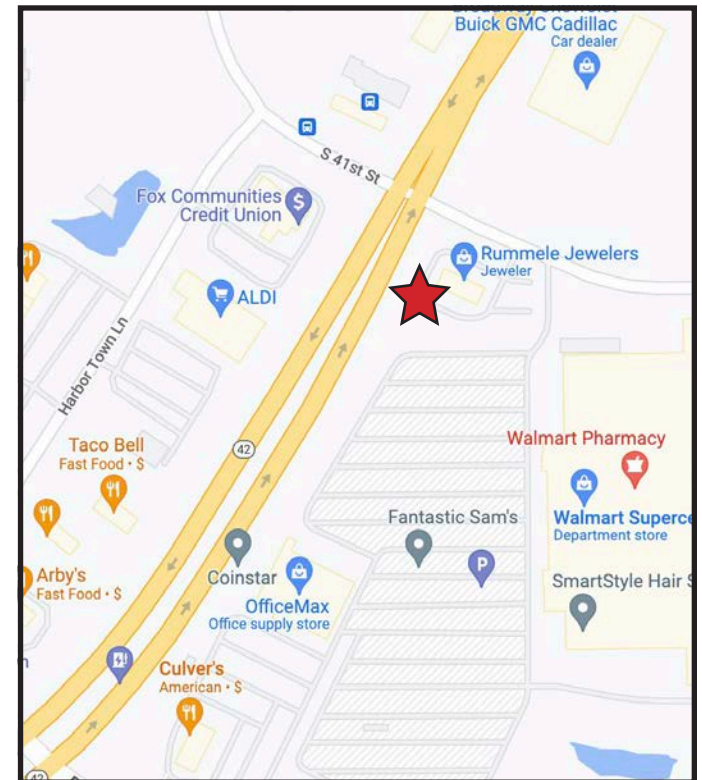
Calumet Ave. & S. 41st Street

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.



www.signmeupofwi.com
920-550-0009



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 #503

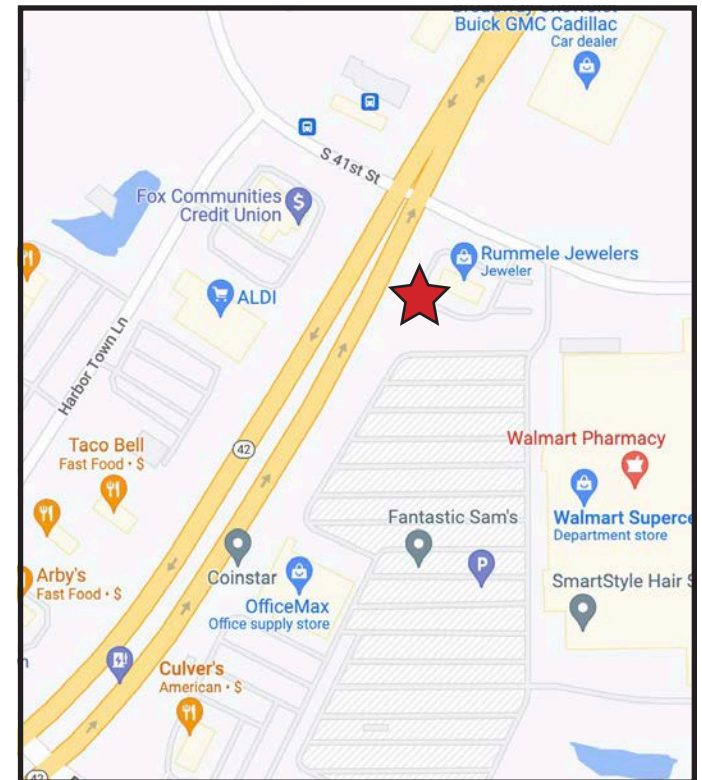
Calumet Ave. & S. 41st Street

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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920-550-0009



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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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.



www.signmeupofwi.com
920-550-0009



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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Digital Billboard #505

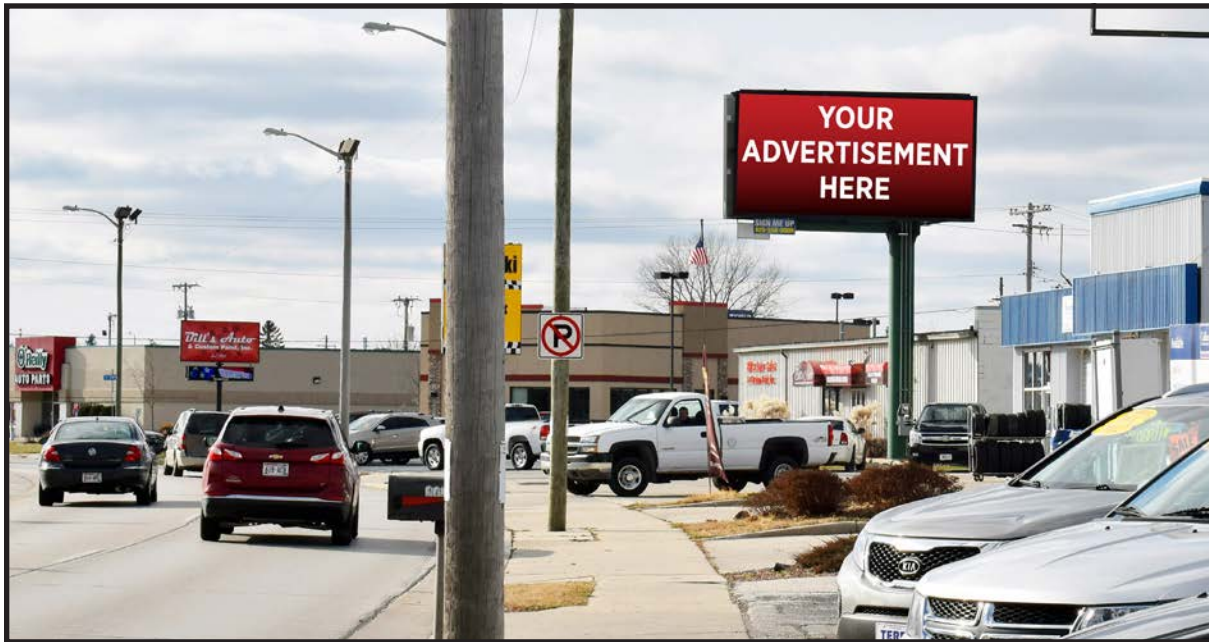
Calumet Ave. & S. 39th Street

Facing/Read: East, right-hand 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 westbound travelers on their way out of Manitowoc on the main traffic corridor.



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920-550-0009



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 #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

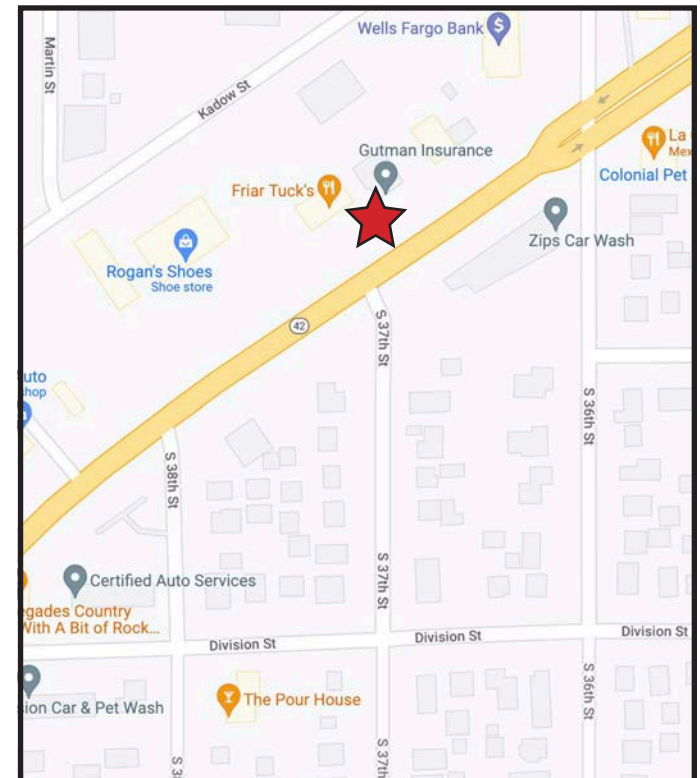
Located on the north side of Calumet Avenue (Hwy 42), this static billboard provides excellent exposure to eastbound travelers entering Manitowoc on the main traffic corridor.



www.signmeupofwi.com
920-550-0009



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 #507

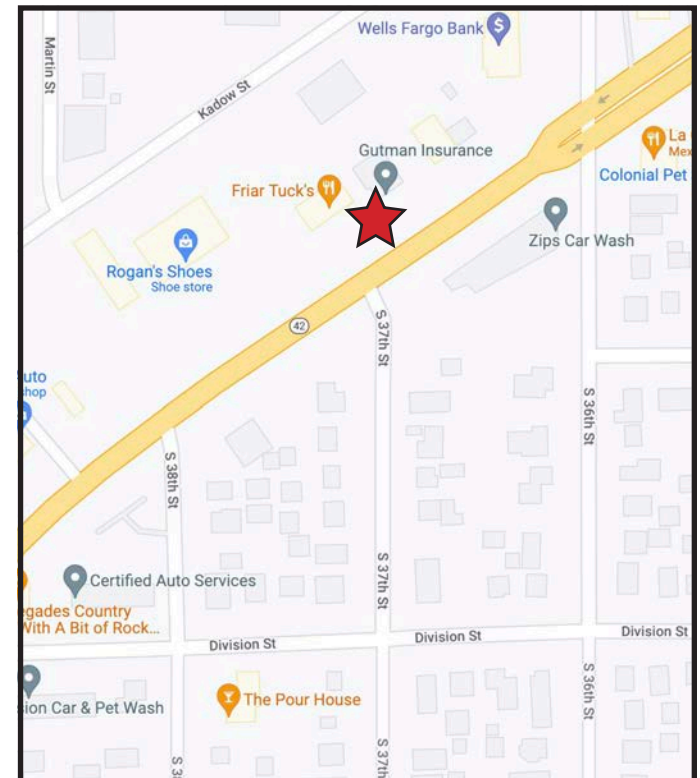
Calumet Ave. & S. 36th Street

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.



www.signmeupofwi.com
920-550-0009



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 #508

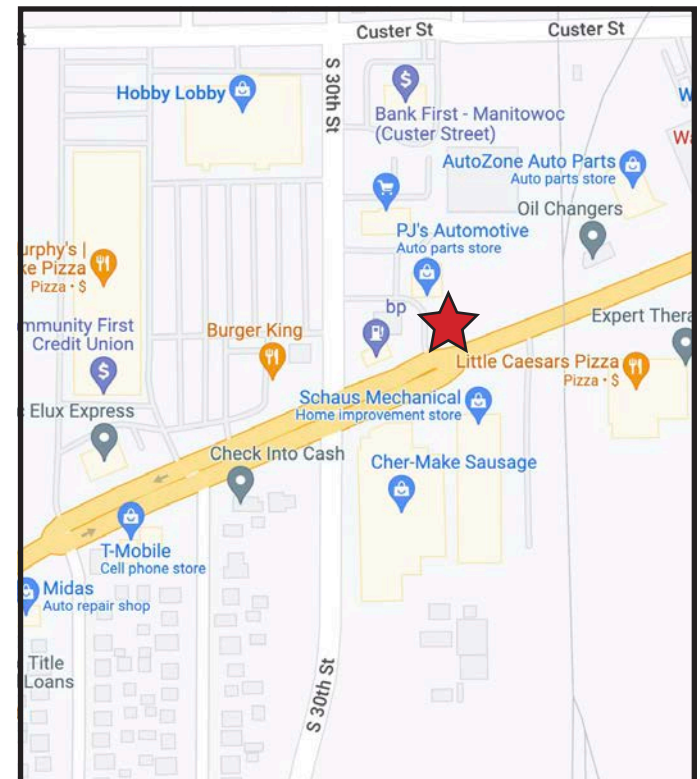
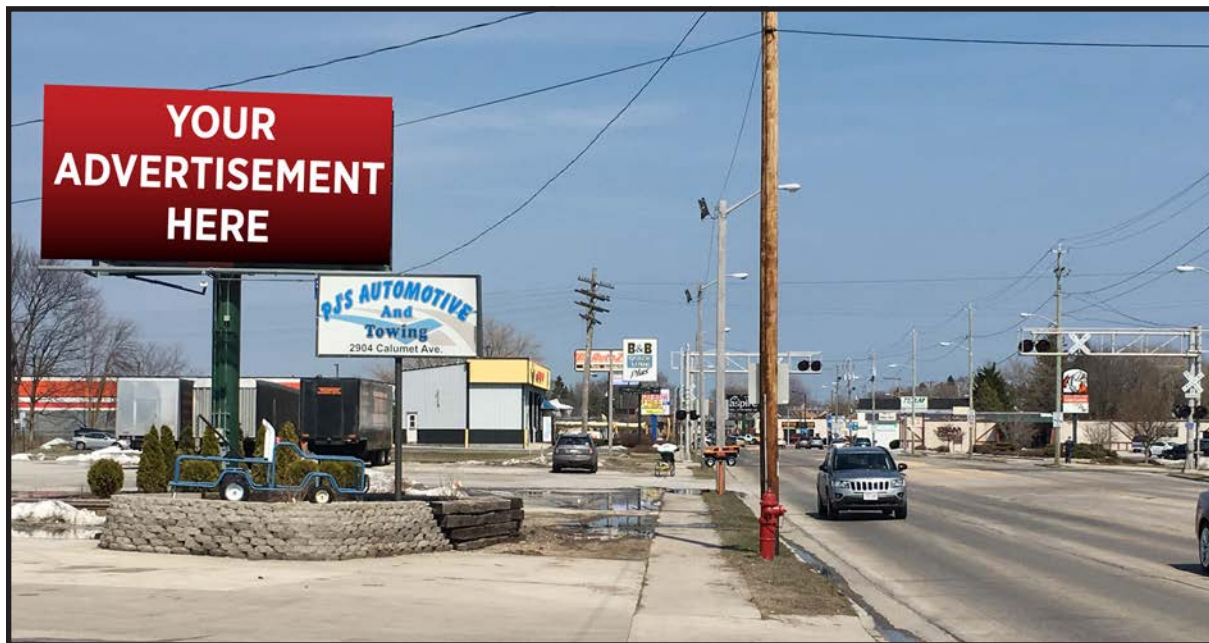
Calumet Ave. & S. 29th Street

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.



www.signmeupofwi.com
920-550-0009



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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Digital Billboard #509

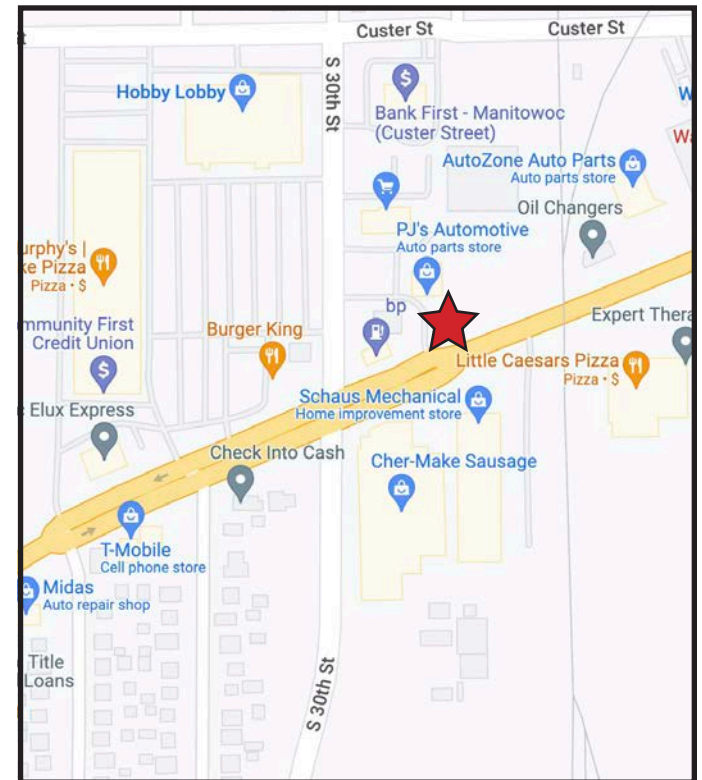
Calumet Ave. & S. 29th Street

Facing/Read: East, right-hand 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 digital billboard provides excellent exposure to westbound travelers on their way out of Manitowoc on the main traffic corridor.



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920-550-0009



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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Digital Billboard #510

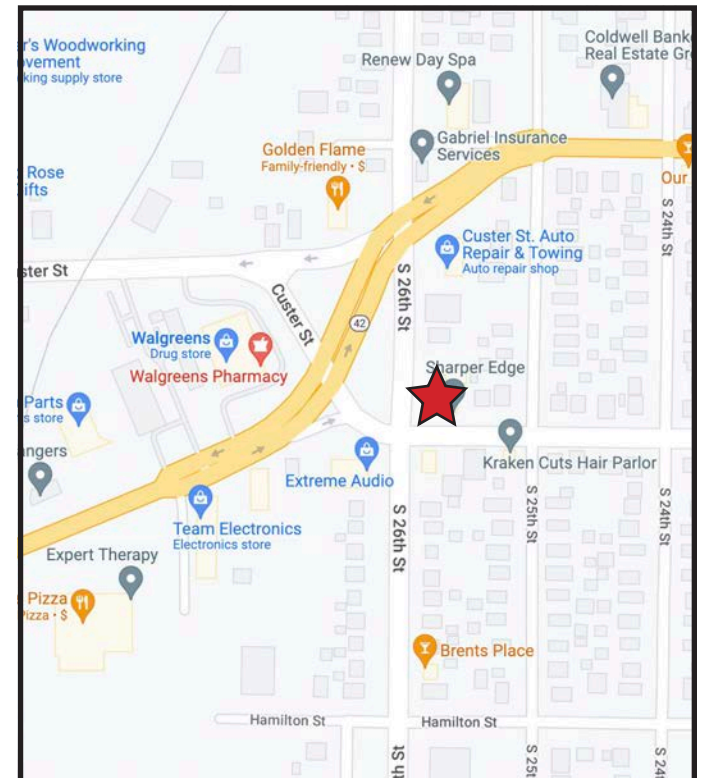
Calumet Ave. & S. 26th Street

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.



www.signmeupofwi.com
920-550-0009



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Static Billboard #511

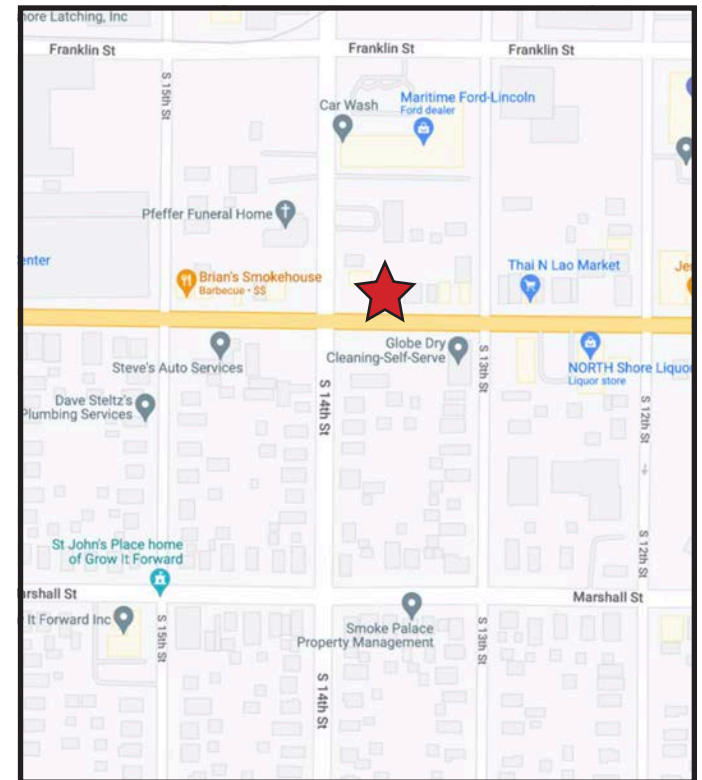
S. 14th Street & Washington Street

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.



www.signmeupofwi.com
920-550-0009



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

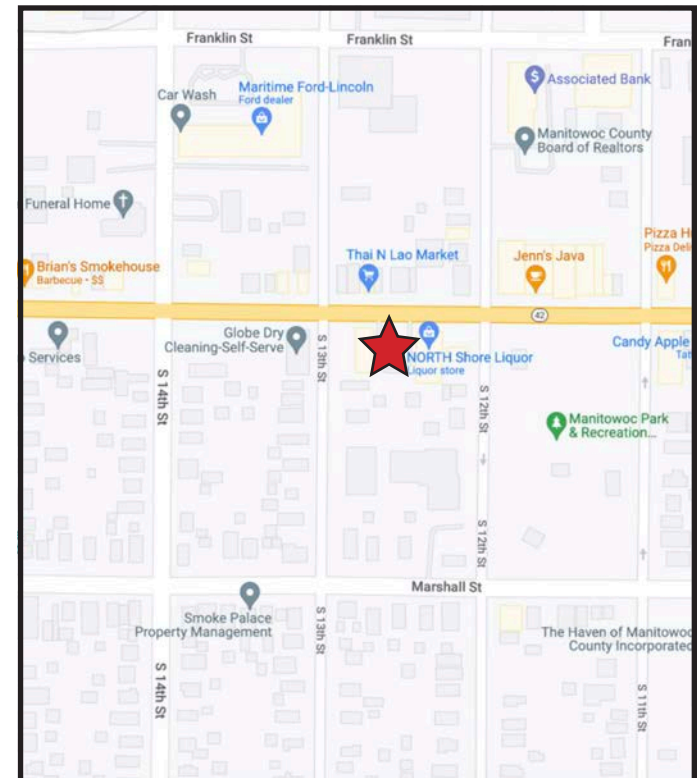
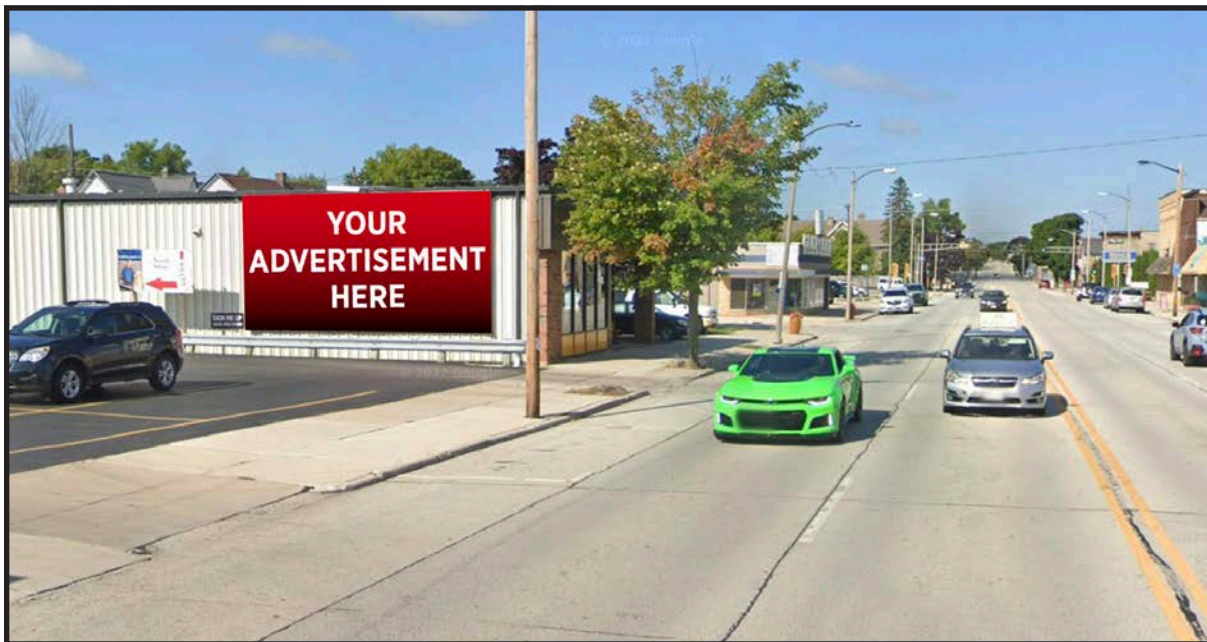
S. 12th Street & Washington Street

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.



www.signmeupofwi.com
920-550-0009



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Digital Billboard #513

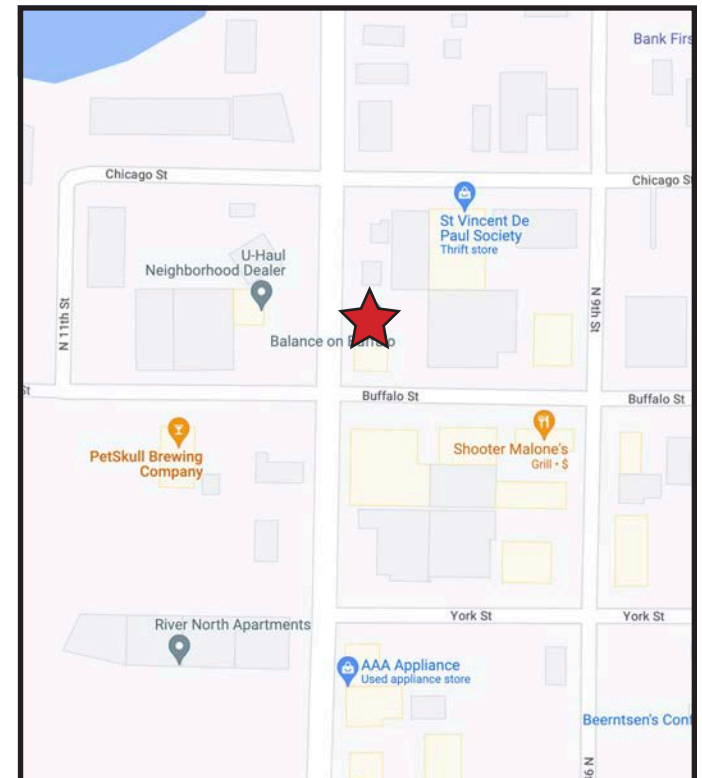
N. 10th Street & Buffalo Street

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.



www.signmeupofwi.com
920-550-0009



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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Digital Billboard #514

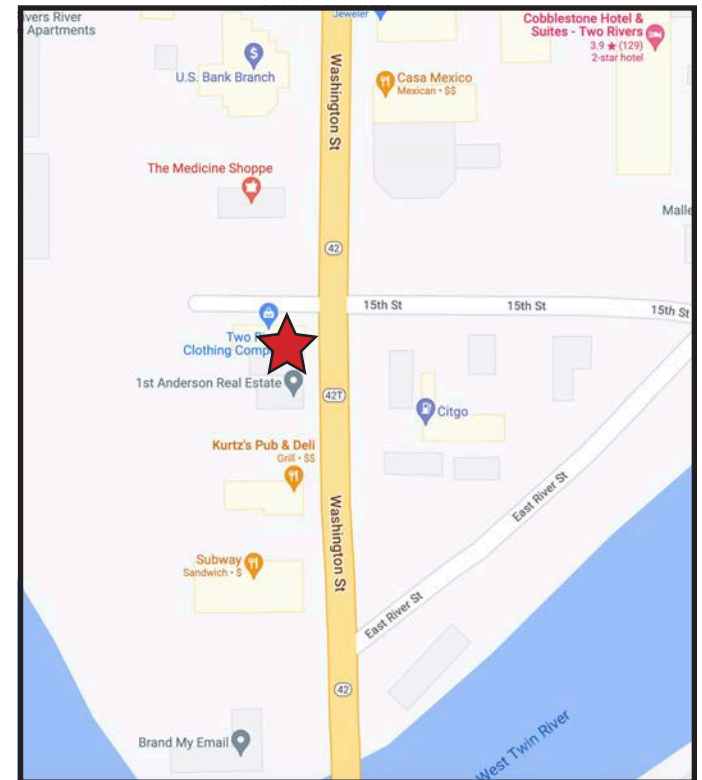
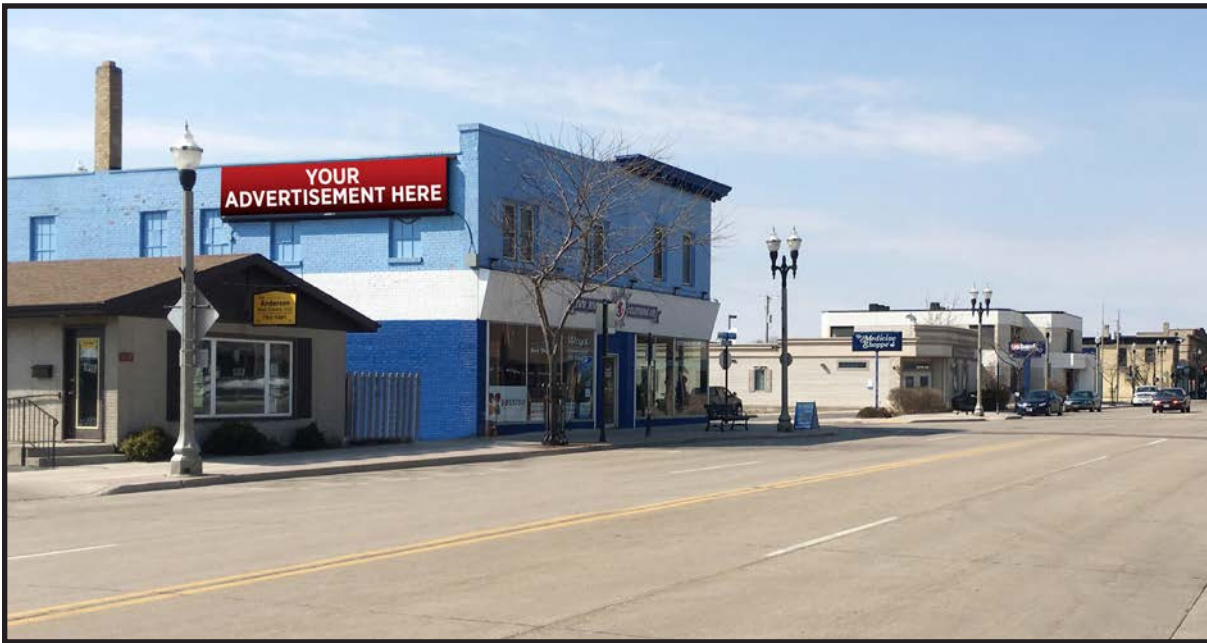
1422 Washington Street

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.



www.signmeupofwi.com
920-550-0009



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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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

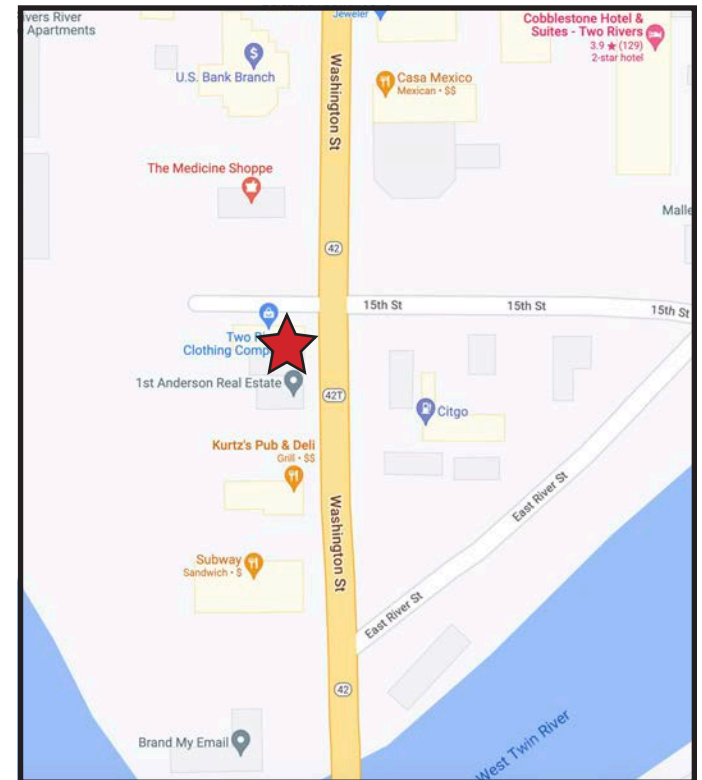
Located on the west side of Washington Street, this unique digital billboard has great local exposure to southbound travelers exiting the downtown district towards Manitowoc.



www.signmeupofwi.com
920-550-0009



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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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.



www.signmeupofwi.com
920-550-0009

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

www.signmeupofwi.com
920-550-0009

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:

13' tall x 25' wide

Live Area: 12' tall x 24' wide

Safe Area:
11' tall x 23' wide

Bleed/Trim/Finishing: Overall art size including background color.

Live Area: Area which is visible. The "face" and actual size of the unit.

Safe Area: All non-bleed text, graphics, and imagery should fall within this area.