

DIGITAL IMPACT OUTDOOR

Enhance your brand awareness with Digital Impact Outdoor

**BRILLIANT LED BILLBOARD ADVERTISING DESIGNED TO
CREATE A LASTING IMPACT WITH YOUR AUDIENCE.**



BENEFITS OF DIGITAL BILLBOARD ADVERTISING

REACH EVERY DEMO, EVERY TIME

Billboards are one of the only mediums that can target every demographic at one time. Plus, adblockers don't work on billboards!

LOCALIZE YOUR MESSAGE

Have a quick weekend sale at a nearby location? Add or swap your current display in a matter of seconds to get the word out quickly and for as long as you'd like. Plus, connect with your local audience through specific messages that really hit home.

TRUST

Your audience won't feel as "followed" as they do with online display and search ads. They will see a recognizable brand and feel a sense of trust and connection.

TEST TEST TEST!

With digital billboards, you can swap out your ads as needed without the additional cost or lag time of printing traditional billboards. Rapidly test multiple promotions and designs to find the message that resonates with your customers and works for your brand.

DigitalImpactOutdoor.com

I-91 WEST SPRINGFIELD, MA



NORTHBOUND



SOUTHBOUND

LOCATION: Located on I-91 in West Springfield, just before the entrance to the Mass Pike at Exit 11 North and just after Exit 11 South. Holyoke Mall located at Exit 12. Also visible to local traffic on Interstate Drive/Bobala Road.

MEDIA TYPE: Digital

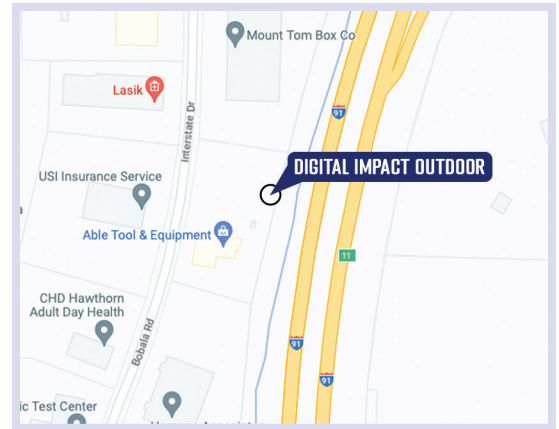
LAT/LONG: 42.15856 / -72.64895

MARKET: Springfield, MA

PHYSICAL SIZE: 14' x 48'

PANEL SIZE: 240 x 864 pixels

FACING/READ: North/Left, South/Right



I-91 SPRINGFIELD, MA



NORTHBOUND



SOUTHBOUND

LOCATION: Located on I-91 in Springfield, just north of the 291 interchange, at the exit for the North End Bridge. Also visible to local traffic on Birnie Avenue and Plainfield Street.

MEDIA TYPE: Digital

LAT/LONG: 42.11358 / -72.60845

MARKET: Springfield, MA

PHYSICAL SIZE: 15' x 48'

PANEL SIZE: 264 x 864 pixels

FACING/READ: North/Left, South/Right

