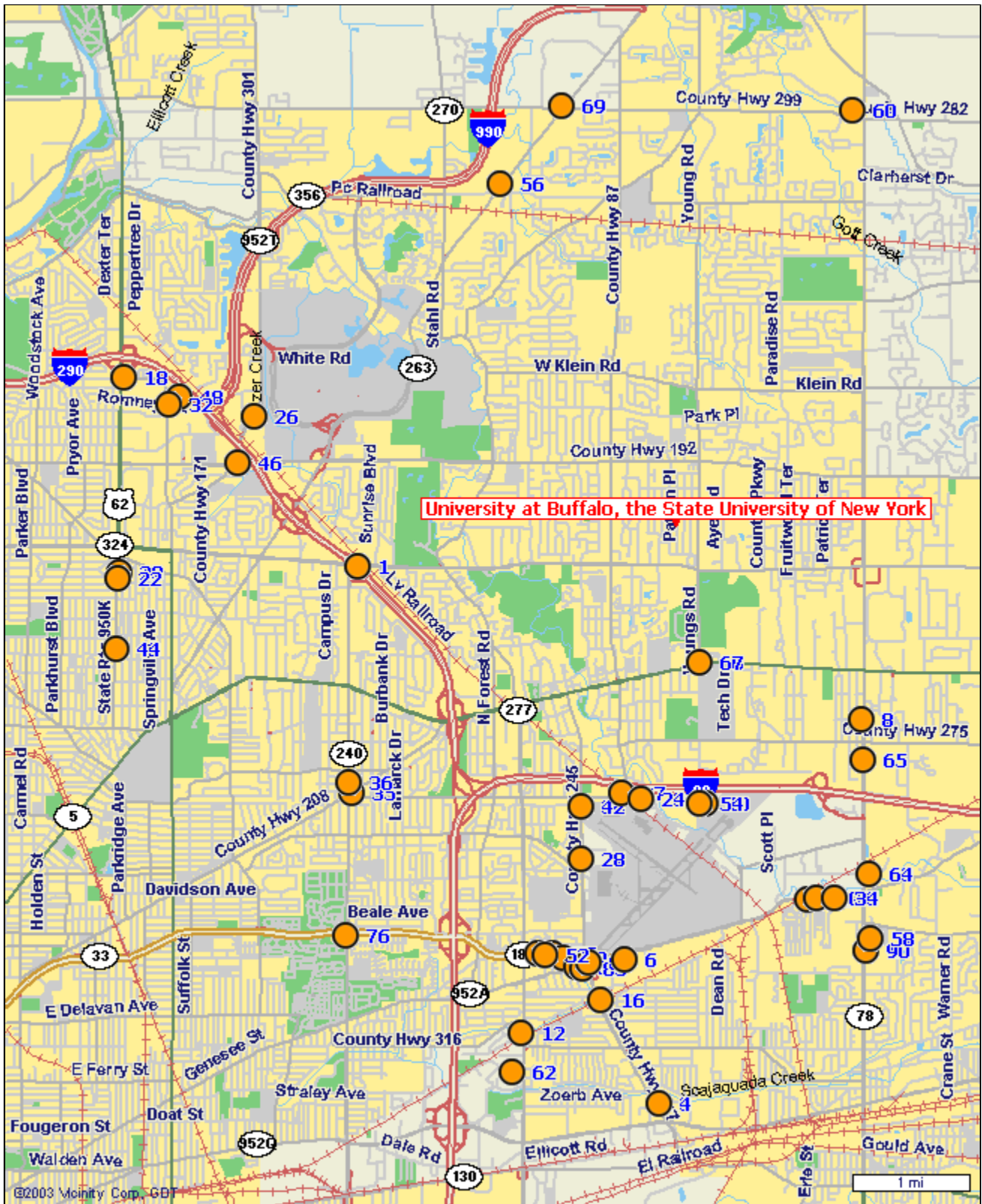




University at Buffalo, the State University of New York-Mid-American Conference





University at Buffalo, the State University of New York-Mid-American Conference

Store Location(s)

University at Buffalo, the State University of New York
Webster Road
Buffalo, NY 14260

| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. |
|---|---------|-----------------|----------|--------|---------------|-------|--------|
| 1 | 97096 | Rotary Bulletin | 2.75 mi. | West | 12'0" X 40'0" | 62200 | Yes |
| Location: I-290 AT SHERIDAN DRIVE | | | | | | | |
| 2 | 10104 | Poster | 2.34 mi. | West | 12'0" X 25'0" | 20100 | Yes |
| Location: 1165 WERHLE DR 435' W/O AERO | | | | | | | |
| 3 | 20373 | Poster | 4.94 mi. | North | 12'0" X 25'0" | 20500 | No |
| Location: DICK ROAD N/O WALDEN AVENUE | | | | | | | |
| 4 | 20374 | Poster | 4.94 mi. | South | 12'0" X 25'0" | 20500 | No |
| Location: DICK ROAD N/O WALDEN AVENUE | | | | | | | |
| 5 | 20418 | Poster | 3.73 mi. | East | 12'0" X 25'0" | 26900 | Yes |
| Location: 3999 GENESEE ST OPP AIRPORT CHEEK | | | | | | | |
| 6 | 20419 | Poster | 3.73 mi. | North | 12'0" X 25'0" | N/A | No |
| Location: 3999 GENESEE STREET | | | | | | | |
| 7 | 20423 | Poster | 2.30 mi. | South | 12'0" X 25'0" | 22300 | Yes |
| Location: 7066 TRANSIT S/O MAIN (1) | | | | | | | |
| 8 | 20424 | Poster | 2.30 mi. | North | 12'0" X 25'0" | 22300 | Yes |
| Location: 7066 TRANSIT S/O MAIN (2) | | | | | | | |
| 9 | 20431 | Poster | 3.99 mi. | South | 12'0" X 25'0" | 17300 | Yes |
| Location: 6364 TRANSIT N/O REHM | | | | | | | |



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| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|---|---------|------------|----------|----------|-------|---------------|--------|-----|
| | 10 | 20432 | Poster | 3.99 mi. | North | 12'0" X 25'0" | 17300 | Yes |
| Location: 6370 TRANSIT S/O GENESEE (1) | | | | | | | | |
| | 11 | 20457 | Poster | 4.54 mi. | South | 12'0" X 25'0" | 21500 | Yes |
| Location: W/S UNION RD S/O GEORGE URBAN | | | | | | | | |
| | 12 | 20458 | Poster | 4.54 mi. | North | 12'0" X 25'0" | 21500 | Yes |
| Location: W/S UNION RD S/O GEORGE URBAN | | | | | | | | |
| | 13 | 20494 | Poster | 4.77 mi. | South | 12'0" X 25'0" | 15200 | Yes |
| Location: W/S 874 NFB S/O EGGERT | | | | | | | | |
| | 14 | 20495 | Poster | 4.77 mi. | North | 12'0" X 25'0" | 15200 | Yes |
| Location: W/S 874 NFB S/O EGGERT | | | | | | | | |
| | 15 | 20570 | Poster | 4.10 mi. | South | 12'0" X 25'0" | 29000 | Yes |
| Location: DICK ROAD 1/2 MILE S/O KENSINGTON EXPWY | | | | | | | | |
| | 16 | 20571 | Poster | 4.10 mi. | North | 12'0" X 25'0" | 29000 | Yes |
| Location: DICK ROAD 1/2 MILE S/O KENSINGTON EXPWY | | | | | | | | |
| | 17 | 20639 | Poster | 2.34 mi. | East | 12'0" X 25'0" | 20100 | Yes |
| Location: 1165 WERHLE DR 435' W/O AERO | | | | | | | | |
| | 18 | 20644 | Poster | 4.88 mi. | North | 12'0" X 25'0" | 18432 | No |
| Location: 1760 NIAGARA FALLS BLVD @ YOUNGMANN | | | | | | | | |
| | 19 | 20645 | Poster | 4.77 mi. | South | 12'0" X 25'0" | 15200 | Yes |
| Location: 860 NIAGARA FALLS BOULEVARD | | | | | | | | |
| | 20 | 20646 | Poster | 4.77 mi. | North | 12'0" X 25'0" | 15200 | Yes |
| Location: 860 NIAGARA FALLS BOULEVARD | | | | | | | | |
| | 21 | 20655 | Poster | 4.79 mi. | South | 12'0" X 25'0" | 15200 | Yes |
| Location: 840 NIAGARA FALLS BLVD TONAWANDA | | | | | | | | |
| | 22 | 20656 | Poster | 4.79 mi. | North | 12'0" X 25'0" | 15200 | Yes |
| Location: 842 NIAGARA FALLS BOULEVARD TONAWANDA | | | | | | | | |



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| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|--|---------|------------|----------|----------|-------|---------------|--------|-----|
| | 23 | 20682 | Poster | 2.35 mi. | East | 12'0" X 25'0" | 7400 | Yes |
| Location: 75 AERO DRIVE 700' E/O WEHRLE | | | | | | | | |
| | 24 | 20683 | Poster | 2.35 mi. | West | 12'0" X 25'0" | 7400 | Yes |
| Location: 75 AERO DRIVE 700' E/O WEHRLE | | | | | | | | |
| | 25 | 20689 | Poster | 3.72 mi. | South | 12'0" X 25'0" | 10300 | No |
| Location: 1404 SWEETHOME RD N/O YOUNGMAN EXPWY | | | | | | | | |
| | 26 | 20690 | Poster | 3.72 mi. | North | 12'0" X 25'0" | 10300 | No |
| Location: 1404 SWEETHOME RD N/O YOUNGMAN EXPWY | | | | | | | | |
| | 27 | 20700 | Poster | 2.96 mi. | North | 12'0" X 25'0" | 16000 | Yes |
| Location: CAYAGUA AT CLEVELAND DRIVE | | | | | | | | |
| | 28 | 20701 | Poster | 2.96 mi. | South | 12'0" X 25'0" | 16000 | Yes |
| Location: CAYAGUA AT CLEVELAND DRIVE | | | | | | | | |
| | 29 | 20712 | Poster | 3.41 mi. | West | 12'0" X 25'0" | 26900 | Yes |
| Location: 4942 GENESEE ST @ REIN RD #1 | | | | | | | | |
| | 30 | 20715 | Poster | 3.41 mi. | West | 12'0" X 25'0" | 26900 | Yes |
| Location: 4942 GENESEE ST @ REIN RD #2 | | | | | | | | |
| | 31 | 20782 | Poster | 4.45 mi. | North | 12'0" X 25'0" | 20600 | Yes |
| Location: E/S 4075 NORTH BAILEY | | | | | | | | |
| | 32 | 20783 | Poster | 4.45 mi. | South | 12'0" X 25'0" | 20600 | Yes |
| Location: E/S 4075 NORTH BAILEY | | | | | | | | |
| | 33 | 20790 | Poster | 3.47 mi. | East | 12'0" X 25'0" | 26900 | Yes |
| Location: GENESEE W/O TRANSIT | | | | | | | | |
| | 34 | 20791 | Poster | 3.47 mi. | West | 12'0" X 25'0" | 15808 | Yes |
| Location: GENESEE W/O TRANSIT | | | | | | | | |
| | 35 | 20830 | Poster | 3.60 mi. | East | 12'0" X 25'0" | 5800 | No |
| Location: LEXINGTON TERRACE E/O KENSINGTON | | | | | | | | |



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| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|---|---------|------------|----------|----------|-------|---------------|--------|-----|
| | 36 | 20831 | Poster | 3.56 mi. | North | 12'0" X 25'0" | 10400 | No |
| Location: E/S 3935 HARLEM RD COR YORKTOWN | | | | | | | | |
| | 37 | 20841 | Poster | 3.47 mi. | North | 12'0" X 25'0" | 26900 | Yes |
| Location: 5111 GENESEE STREET F/E N/R TRANSIT | | | | | | | | |
| | 38 | 20842 | Poster | 3.47 mi. | North | 12'0" X 25'0" | N/A | No |
| Location: 5111 GENESEE STREET | | | | | | | | |
| | 39 | 20878 | Poster | 2.54 mi. | North | 12'0" X 25'0" | 11300 | No |
| Location: 719 CAYUGA ROAD S/O WEHRLE DR #1 | | | | | | | | |
| | 40 | 20879 | Poster | 2.54 mi. | North | 12'0" X 25'0" | 11300 | No |
| Location: 719 CAYUGA ROAD S/O WHERLE DR #2 | | | | | | | | |
| | 41 | 20880 | Poster | 2.54 mi. | South | 12'0" X 25'0" | 11300 | No |
| Location: 719 CAYUGA ROAD S/O WHERLE DR #1 | | | | | | | | |
| | 42 | 20881 | Poster | 2.54 mi. | South | 12'0" X 25'0" | 11300 | No |
| Location: 719 CAYUGA ROAD S/O WEHRLE DR #2 | | | | | | | | |
| | 43 | 21070 | Poster | 4.90 mi. | North | 12'0" X 25'0" | 13634 | Yes |
| Location: 512 NIAGARA FALLS BOULEVARD | | | | | | | | |
| | 44 | 21071 | Poster | 4.90 mi. | South | 12'0" X 25'0" | 15200 | Yes |
| Location: 512 NIAGARA FALLS BOULEVARD | | | | | | | | |
| | 45 | 21084 | Poster | 3.79 mi. | West | 12'0" X 25'0" | 20500 | Yes |
| Location: 4291 MAPLE ROAD @ SWEETHOME | | | | | | | | |
| | 46 | 21085 | Poster | 3.79 mi. | East | 12'0" X 25'0" | 20500 | Yes |
| Location: 4291 MAPLE ROAD @ SWEETHOME | | | | | | | | |
| | 47 | 21094 | Poster | 4.37 mi. | East | 12'0" X 25'0" | 44300 | Yes |
| Location: I-290 @ 4224 RIDGE LEA | | | | | | | | |
| | 48 | 21095 | Poster | 4.37 mi. | West | 12'0" X 25'0" | 44300 | Yes |
| Location: I-290 @ 4224 RIDGE LEA | | | | | | | | |



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| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|--|---------|------------|----------|----------|-------|---------------|--------|-----|
| | 49 | 21102 | Poster | 2.40 mi. | South | 12'0" X 25'0" | 12200 | Yes |
| Location: 292 YOUNGS ROAD | | | | | | | | |
| | 50 | 21103 | Poster | 2.40 mi. | North | 12'0" X 25'0" | 12200 | Yes |
| Location: 292 YOUNGS ROAD | | | | | | | | |
| | 51 | 21106 | Poster | 3.84 mi. | East | 12'0" X 25'0" | 28900 | Yes |
| Location: KENSINGTON EXPWY @ 40 LEO ST | | | | | | | | |
| | 52 | 21107 | Poster | 3.84 mi. | West | 12'0" X 25'0" | 28900 | Yes |
| Location: KENSINGTON EXPWY @ 40 LEO STREET | | | | | | | | |
| | 53 | 21112 | Poster | 2.39 mi. | South | 12'0" X 25'0" | 12200 | Yes |
| Location: 671 YOUNGS ROAD | | | | | | | | |
| | 54 | 21113 | Poster | 2.39 mi. | North | 12'0" X 25'0" | 12200 | Yes |
| Location: 671 YOUNGS ROAD | | | | | | | | |
| | 55 | 21124 | Poster | 3.27 mi. | North | 12'0" X 25'0" | 6900 | Yes |
| Location: 2965 MILLERSPORT HIGHWAY NEAR DODGE | | | | | | | | |
| | 56 | 21125 | Poster | 3.27 mi. | South | 12'0" X 25'0" | 6900 | Yes |
| Location: 2965 MILLERSPORT HIGHWAY NEAR DODGE | | | | | | | | |
| | 57 | 21194 | Poster | 3.91 mi. | North | 12'0" X 25'0" | 17300 | Yes |
| Location: 6400 TRANSIT SOUTH OF GENESEE | | | | | | | | |
| | 58 | 21196 | Poster | 3.91 mi. | South | 12'0" X 25'0" | 17300 | Yes |
| Location: 6400 TRANSIT SOUTH OF GENESEE | | | | | | | | |
| | 59 | 21197 | Poster | 3.85 mi. | East | 12'0" X 25'0" | 14200 | Yes |
| Location: 4135 N FRENCH ROAD W/O TRANSIT AMHERST | | | | | | | | |
| | 60 | 21198 | Poster | 3.85 mi. | West | 12'0" X 25'0" | 14200 | Yes |
| Location: 4135 N FRENCH ROAD W/O TRANSIT AMHERST | | | | | | | | |
| | 61 | 21203 | Poster | 4.87 mi. | East | 12'0" X 25'0" | 15700 | Yes |
| Location: GALLERIA DR W/O UNION RD | | | | | | | | |



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| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|--|---------|------------|--------------------|----------|-------|---------------|--------|-----|
| | 62 | 21204 | Poster | 4.87 mi. | West | 12'0" X 25'0" | 15700 | Yes |
| Location: GALLERIA DR W/O UNION RD | | | | | | | | |
| | 63 | 21209 | Poster | 3.41 mi. | South | 12'0" X 25'0" | 22300 | Yes |
| Location: TRANSIT S/O AERO DR DEPEW | | | | | | | | |
| | 64 | 21210 | Poster | 3.41 mi. | North | 12'0" X 25'0" | 22300 | Yes |
| Location: TRANSIT S/O AERO DR DEPEW | | | | | | | | |
| | 65 | 23106 | Permanent Bulletin | 2.57 mi. | South | 11'1" X 28'4" | 22300 | Yes |
| Location: 6474 TRANSIT ROAD .5 MILES S/O MAIN ST | | | | | | | | |
| | 66 | 23281 | Poster | 1.19 mi. | East | 12'0" X 25'0" | 9800 | Yes |
| Location: 6126 MAIN STREET @ YOUNGS | | | | | | | | |
| | 67 | 23282 | Poster | 1.19 mi. | West | 12'0" X 25'0" | 9800 | Yes |
| Location: 6126 MAIN STREET @ YOUNGS | | | | | | | | |
| | 68 | 31179 | Poster | 3.71 mi. | West | 12'0" X 25'0" | 3900 | Yes |
| Location: 3375 MILLERSPORT HWY @ FRENCH | | | | | | | | |
| | 69 | 31180 | Poster | 3.71 mi. | East | 12'0" X 25'0" | 3900 | Yes |
| Location: 3375 MILLERSPORT HWY @ FRENCH | | | | | | | | |
| | 70 | 90006 | Permanent Bulletin | 3.82 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: S/S KENSINGTON EXPWY @ 40 LEO | | | | | | | | |
| | 71 | 90012 | Permanent Bulletin | 3.39 mi. | East | 14'0" X 48'0" | 26900 | Yes |
| Location: GENESEE @ REIN ROAD | | | | | | | | |
| | 72 | 90049 | Permanent Bulletin | 3.84 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY E/O LOUIS # 1 | | | | | | | | |
| | 73 | 90050 | Permanent Bulletin | 3.81 mi. | West | 14'0" X 48'0" | 43200 | Yes |
| Location: KENSINGTON EXPWY W/O LEO #2 | | | | | | | | |
| | 74 | 90051 | Permanent Bulletin | 3.81 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY W/O LOUIS #3 | | | | | | | | |

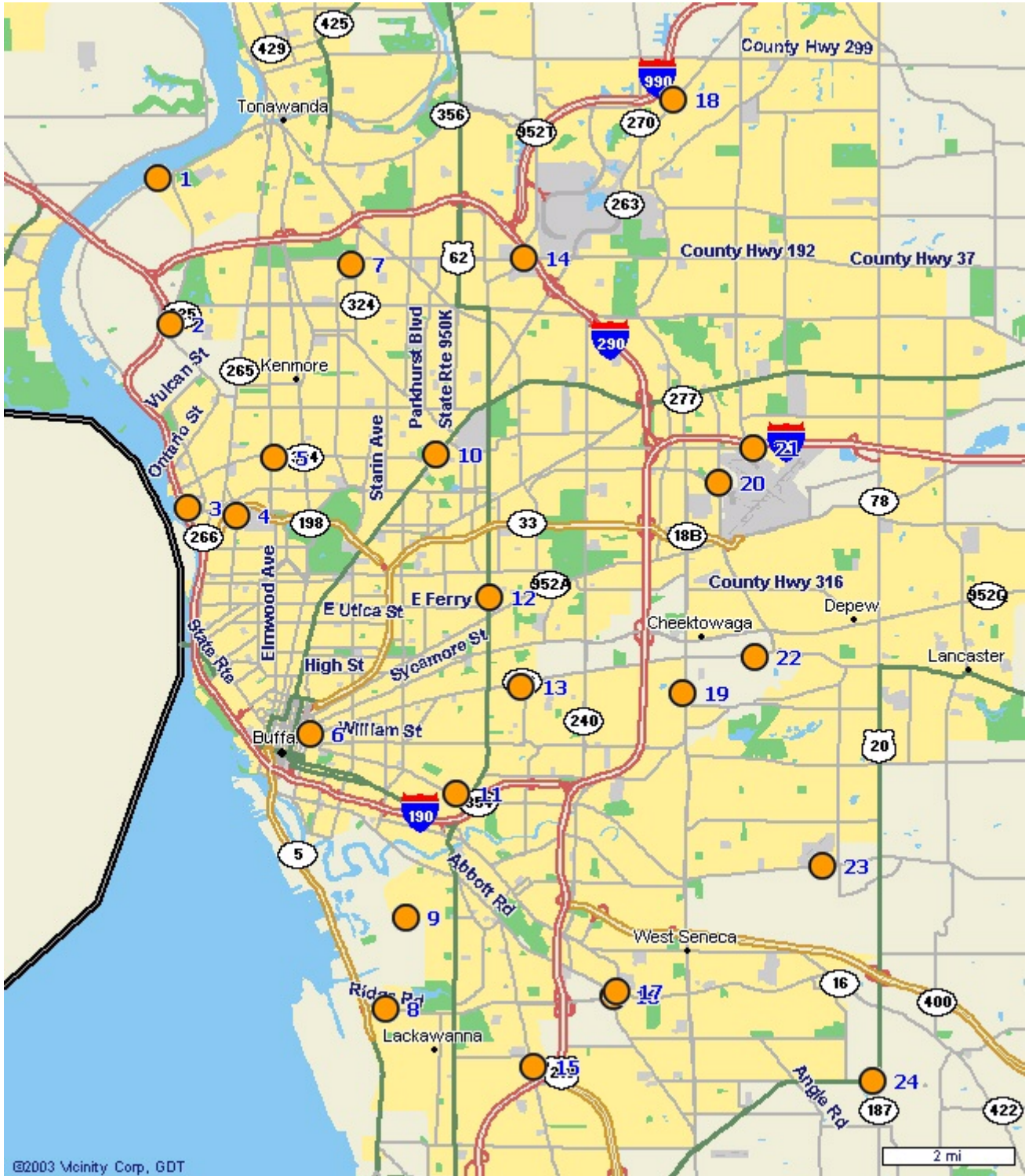


University at Buffalo, the State University of New York-Mid-American Conference

| Map Icon | Panel # | Media Type | Distance | Facing | H x W | DEC | Illum. | |
|---|---------|------------|--------------------|----------|-------|---------------|--------|-----|
| | 75 | 90087 | Rotary Bulletin | 4.49 mi. | West | 14'0" X 48'0" | 62400 | No |
| Location: KENSINGTON EXPWY @ HARLEM | | | | | | | | |
| | 76 | 90088 | Permanent Bulletin | 4.49 mi. | East | 14'0" X 48'0" | 62400 | Yes |
| Location: KENSINGTON EXPWY @ HARLEM | | | | | | | | |
| | 77 | 90109 | Permanent Bulletin | 3.81 mi. | West | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY W/O LOUIS #4 | | | | | | | | |
| | 78 | 90111 | Permanent Bulletin | 3.84 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY E/O LOUIS #5 | | | | | | | | |
| | 79 | 90007 | Rotary Bulletin | 3.82 mi. | West | 14'0" X 48'0" | 43200 | Yes |
| Location: S/S KENSINGTON EXPWY @ 40 LEO | | | | | | | | |
| | 80 | 97099 | Permanent Bulletin | 3.87 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: S/S KENSINGTON EXPRESSWAY W/O DICK ROAD | | | | | | | | |
| | 81 | 97008 | Permanent Bulletin | 3.87 mi. | West | 14'0" X 48'0" | 43200 | Yes |
| Location: KENSINGTON EXP @ AIRPORT LANES PARKING | | | | | | | | |
| | 82 | 97009 | Permanent Bulletin | 3.87 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: KENSINGTON @ AIRPORT LANES PARKING | | | | | | | | |
| | 83 | 97098 | Permanent Bulletin | 3.87 mi. | West | 14'0" X 48'0" | 43300 | Yes |
| Location: S/S KENSINGTON EXPRESSWAY W/O DICK ROAD | | | | | | | | |
| | 84 | 97045 | Permanent Bulletin | 3.81 mi. | West | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY W/O DICK ROAD | | | | | | | | |
| | 85 | 97046 | Permanent Bulletin | 3.81 mi. | East | 14'0" X 48'0" | 43200 | Yes |
| Location: N/S KENSINGTON EXPWY W/O DICK ROAD | | | | | | | | |



Typical # 25 GRP Showing Poster - 25 - GRP



Disclaimer: The boards plotted may or may not be those in a specific showing. This map is intended only to display *typical* locations for a given showing. The showing indicated above should only be considered an example of the typical coverage.



Typical # 25 GRP Showing - Poster - 25 - GRP

| Map Icon | Panel # | Media Type | Facing | H x W | DEC | Illum. |
|--|---------|------------|--------|-----------------|-------|--------|
| 1 | 20321 | Poster | South | 12' 0" X 25' 0" | 5800 | No |
| Location: RIVER RD S TON C/L S/O CF TRUCKING #1 | | | | | | |
| 2 | 20449 | Poster | North | 12' 0" X 25' 0" | 3400 | No |
| Location: 662 SHERIDAN DR EXT NEAR PARKEDGE | | | | | | |
| 3 | 20403 | Poster | North | 12' 0" X 25' 0" | 12000 | Yes |
| Location: 1904 NIAGARA STREET | | | | | | |
| 4 | 10073 | Poster | North | 12' 0" X 25' 0" | 9000 | No |
| Location: GRANT STREET S/O SCAJ EXPWY | | | | | | |
| 5 | 90240 | Poster | North | 12' 0" X 25' 0" | 26600 | Yes |
| Location: 770 HERTEL AVE @ DICKIES DONUTS | | | | | | |
| 6 | 10085 | Poster | South | 12' 0" X 25' 0" | 6000 | Yes |
| Location: N/W CORNER 152 BROADWAY COR MICHIGAN | | | | | | |
| 7 | 20632 | Poster | East | 12' 0" X 25' 0" | 4300 | No |
| Location: S/S BRIGHTON W/O COLVIN TONAWANDA | | | | | | |
| 8 | 20427 | Poster | West | 12' 0" X 25' 0" | 5300 | No |
| Location: 167 RIDGE ROAD @ STEELAWANA | | | | | | |
| 9 | 20756 | Poster | East | 12' 0" X 25' 0" | 5100 | No |
| Location: 580 TIFFT STREET W/O HOPKINS | | | | | | |
| 10 | 20001 | Poster | North | 12' 0" X 25' 0" | 9800 | Yes |
| Location: 3053-57 MAIN & MINNESOTA #2 | | | | | | |
| 11 | 21132 | Poster | East | 12' 0" X 25' 0" | 5400 | Yes |
| Location: 1441 CLINTON STREET | | | | | | |
| 12 | 10010 | Poster | North | 12' 0" X 25' 0" | 10000 | Yes |
| Location: 2249 BAILEY N/O EAST FERRY | | | | | | |
| 13 | 10068 | Poster | West | 12' 0" X 25' 0" | 5500 | No |
| Location: BROADWAY W/O OGDEN | | | | | | |



Typical # 25 GRP Showing - Poster - 25 - GRP

| Map Icon | Panel # | Media Type | Facing | H x W | DEC | Illum. |
|--|---------|------------|--------|-----------------|-------|--------|
| 14 | 21084 | Poster | West | 12' 0" X 25' 0" | 20500 | Yes |
| Location: 4291 MAPLE ROAD @ SWEETHOME | | | | | | |
| 15 | 20660 | Poster | North | 12' 0" X 25' 0" | 13193 | Yes |
| Location: W/S ABBOTT S/O MARTIN @ RR VIADUCT #2 | | | | | | |
| 16 | 10016 | Poster | East | 12' 0" X 25' 0" | 13700 | Yes |
| Location: ORCHARD PK & RIDGE RD WEST SENECA | | | | | | |
| 17 | 20072 | Poster | South | 12' 0" X 25' 0" | 7300 | No |
| Location: 3463 SENECA OPP W MAIN | | | | | | |
| 18 | 21124 | Poster | North | 12' 0" X 25' 0" | 6900 | Yes |
| Location: 2965 MILLERSPORT HIGHWAY NEAR DODGE | | | | | | |
| 19 | 22212 | Poster | North | 12' 0" X 25' 0" | 21100 | Yes |
| Location: UNION RD N/O COMO PK BLVD | | | | | | |
| 20 | 20700 | Poster | North | 12' 0" X 25' 0" | 16000 | Yes |
| Location: CAYAGUA AT CLEVELAND DRIVE | | | | | | |
| 21 | 20682 | Poster | East | 12' 0" X 25' 0" | 7400 | Yes |
| Location: 75 AERO DRIVE 700' E/O WEHRLE | | | | | | |
| 22 | 20886 | Poster | East | 12' 0" X 25' 0" | 8800 | Yes |
| Location: BROADWAY NEAR DICK | | | | | | |
| 23 | 22015 | Poster | East | 12' 0" X 25' 0" | 5100 | No |
| Location: 4558 CLINTON W/O BORDEN #1 | | | | | | |
| 24 | 20707 | Poster | West | 12' 0" X 25' 0" | 10000 | Yes |
| Location: SOUTHWESTERN W/O TRANSIT | | | | | | |