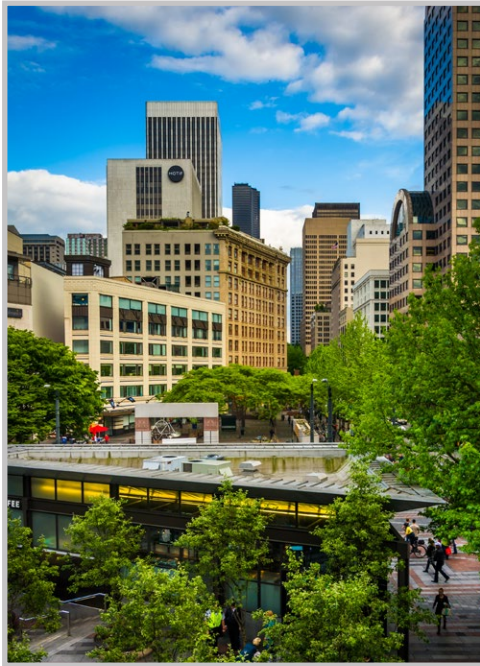


LAMAR



# SEATTLE-TACOMA

## DIGITAL MEDIA GUIDE



SEATTLE-TACOMA

# DIGITAL MEDIA GUIDE

## WHO ARE WE?

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About Lamar of Seattle-Tacoma

## OUR PRODUCTS: DIGITAL BILLBOARDS

### ABOUT DIGITAL ADVERTISING

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## CONTACT INFORMATION

# WHO ARE WE?

*Lamar is one of the largest Out-of-Home advertising companies in the world, with over 320,000 displays in North America.*



We offer our advertisers a variety of billboard, airport, interstate logo, and transit advertising formats, helping both local businesses and national brands reach broad audiences every day.

In addition to a traditional Out-of-Home inventory, we proudly offer the largest digital billboard network in the United States.





# WHO ARE WE?



Lamar of Seattle-Tacoma is ready to help you achieve your advertising goals. We offer a variety of media choices that will get your message across to thousands of drivers and pedestrians daily.

Our digital options are a great way to appeal to today's highly mobile and tech-savvy consumer.

**In the Seattle area, we offer...**

**8** DIGITAL BULLETINS

**8** DIGITAL POSTERS



# OUR PRODUCTS: BILLBOARDS DIGITAL

**DIGITAL** billboards are computer-controlled electronic displays with capabilities that take Out-of-Home advertising to a new level. Digital ads rotate in a slide show fashion every 6 to 8 seconds. With Lamar's digital technology, the possibilities are endless and the flexibility is unmatched.



## THE DIGITAL DIFFERENCE:

Digital billboards work best for clients who want the ability to change creative throughout their campaign, and take advantage of powerful dynamic capabilities. Messages can be changed weekly, daily, hourly or in real time. Anything that is live on a website can be streamed to our Digital Billboards, including countdowns, time, temperature, live scores, news feeds, trending items and more.



# OUR PRODUCTS: BILLBOARDS DIGITAL



## DIGITAL BENEFITS:

- Located on highways, major arteries, and city streets.
- Change your message as often as you want with no production cost.
- Because of its flexibility, a Digital Display is the perfect medium for advertising breaking news, one-day sales, and special events.
- Stream live data and user-generated content from your website or social media platform in real time.

## COMMON SIZING

Digital Bulletin: 1400 x 400 pixels

Digital Poster: 840 x 400 pixels

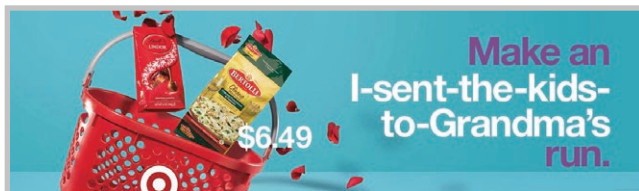
## PRODUCTION

There is no production for digital ads. Your creative is displayed on the board within minutes of being uploaded. The screen of a Lamar Digital Display is equipped with LED technology that produces a vibrant, crystal-clear picture.



# OUR PRODUCTS: BILLBOARDS DIGITAL

*Lamar Digital Displays can be programmed to display certain special features, called "iSpots", or "dynamic capabilities". Below are some of these special features:*



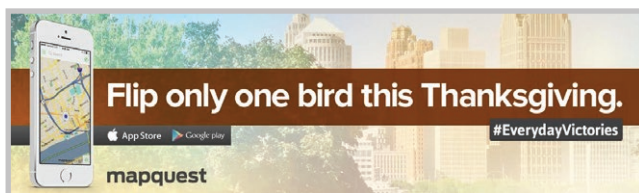
## DAY PARTING/RELEVANT CONTENT

Rotate multiple pieces of creative daily based on the time of day.



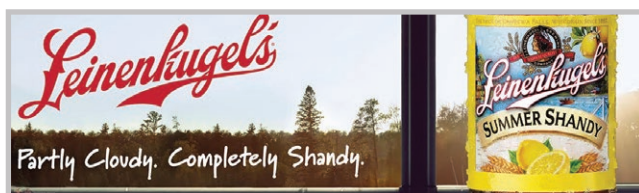
## COUNTDOWNS

Incorporate a countdown to a specific day or time, even down to the second.



## TRAFFIC

Dynamically change creative based on traffic conditions. Show real-time incident reports and point-to-point travel times.



## WEATHER TRIGGERS

Automatically change creative based on local weather. Show current conditions, forecast, or temperature.



## USER-GENERATED CONTENT

Let customers talk about a brand or product while your digital display broadcasts comments in real time.



## LIVE SCORES

Live scores update in real time and are available for almost all sports teams.



## TRENDING ITEMS

Promote trending items in real time by displaying images, text and current price.



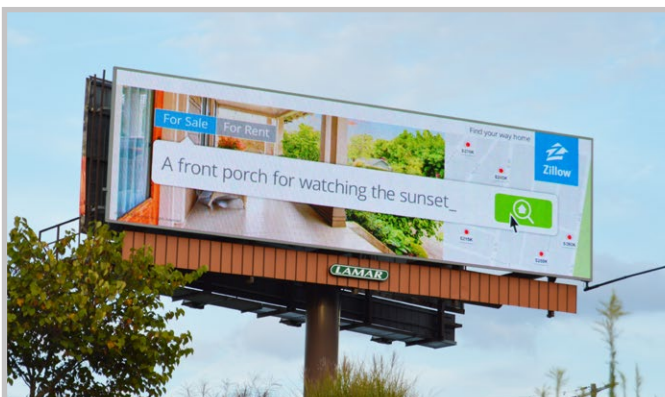
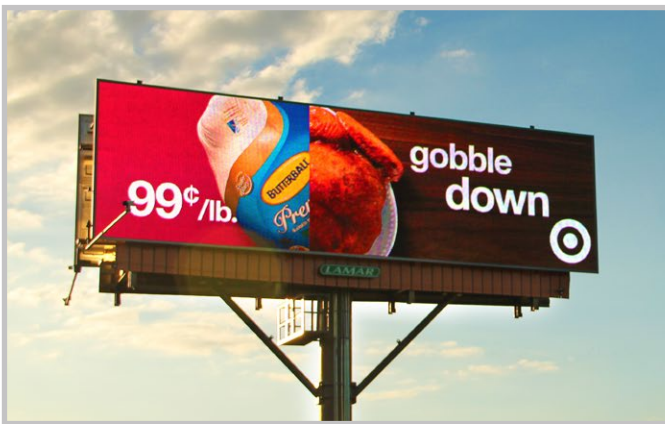
## SOCIAL MEDIA

Pull content from social media profiles (Facebook, Twitter, Instagram, FourSquare, and Google+).



# WHY DIGITAL DISPLAYS?

Like traditional bulletins and posters, Lamar's Digital Displays are located on the most traveled roads to produce maximum impressions. Because the screens are electronic, advertisers have the ability to change their message daily, weekly, hourly, or in real time. More interest can be brought to a digital ad through the use of a dynamic iSpot. Stream live data and user-generated content from a website or social media platform in real time. **The possibilities are endless.**



## ***FLEXIBILITY***

Say what you want, when you want. Upload and schedule new creative at will with ease and with no limits.

## ***SPEED***

Get a message to the public faster than you can with any other media. If your business has a sense of urgency, digital will be the perfect promotional tool for you.

## ***NO PRODUCTION***

No production costs, no working around operational schedules, and no hassle.

## ***CONTROL***

Lamar's custom, web-based software lets us schedule and manage content for every digital location. Upload your own creative, or let your Lamar office submit the artwork. Our system is monitored 24/7 to ensure that your message is always being seen.

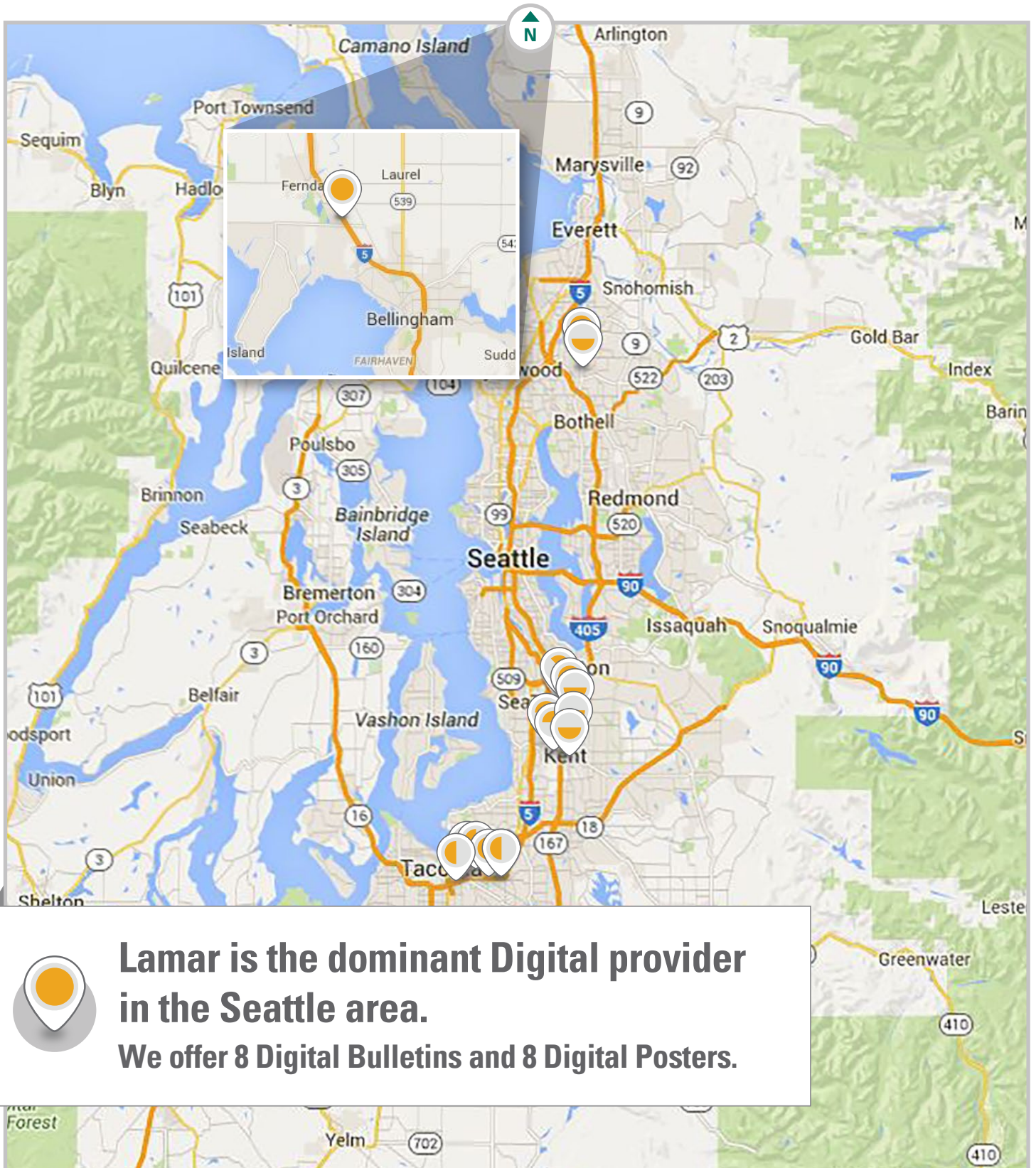
## ***COST***

Digital advertising costs are comparable to traditional outdoor advertising. Digital, like other outdoor formats, costs less than other forms of mass media.

## ***LOCATION***

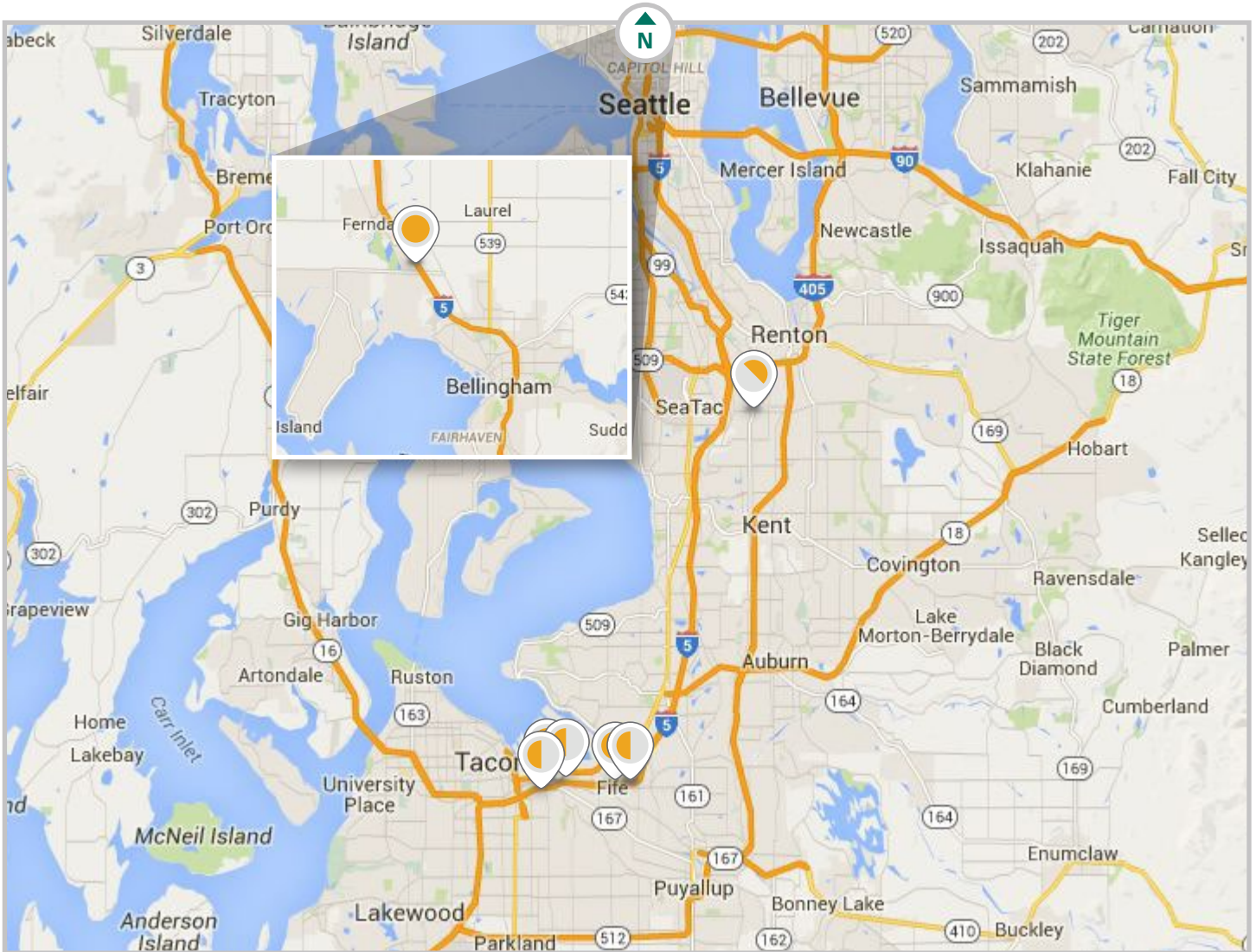
Digital Displays are positioned on the most traveled arteries in the area, in highly visible locations.

# ALL DIGITAL LOCATIONS





# DIGITAL BULLETIN LOCATIONS



PANEL #	SIZE	TYPE	LOCATION
480	14'0" × 48'0"	Bulletin	I-5 WL 0.4M N/O Slater Rd. SF-1
481	14'0" × 48'0"	Bulletin	I-5 WL 0.4M N/O Slater Rd. NF-2
26019	14'0" × 48'0"	Bulletin	W Valley Hwy. EL 45F N/O SW 43RD St. SWF-1
40170	20'0" × 60'0"	Bulletin	I-5 SL 800F E/O 62nd Ave. EF-1
40171	20'0" × 60'0"	Bulletin	I-5 SL 800F E/O 62nd Ave. WF-2
40431	20'0" × 60'0"	Bulletin	I-5 NL 100F N/O Puyallup River Overpass WF-1
40440	20'0" × 60'0"	Bulletin	I-5 NL 50F E/O Portland Ave. WF-1
40473	20'0" × 60'0"	Bulletin	I-5 SL 500F W/O Portland Ave. EF-1



# DIGITAL BULLETINS



## PANEL #480 - WHATCOM

### PANEL DETAILS:

I-5 WL 0.4M N/O SLATER RD SF-1

**SIZE:** 14'0" x 48'0" | **FACE/READ:** South/Left

**WEEKLY IMPRESSIONS:** 84,755 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

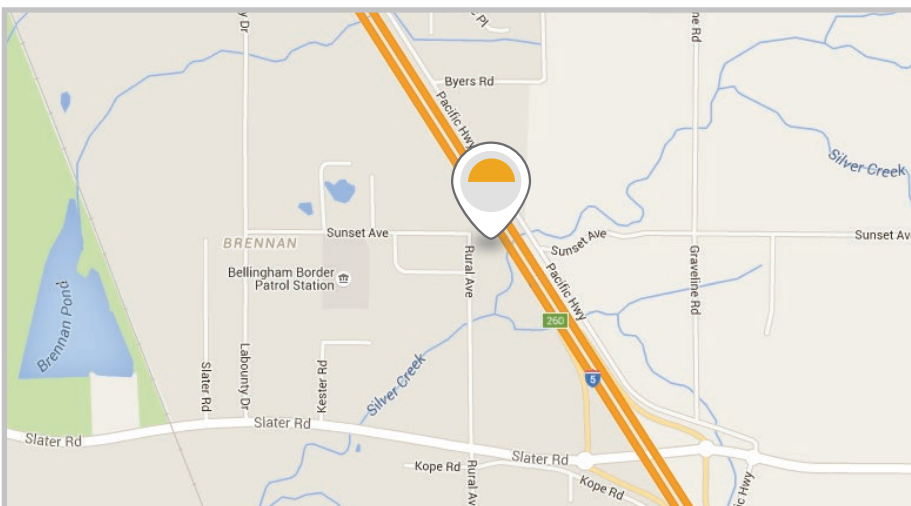
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!



# DIGITAL BULLETINS



## PANEL #481 - WHATCOM

### PANEL DETAILS:

I-5 WL 0.4M N/O SLATER RD NF-2

**SIZE:** 14'0" x 48'0" | **FACE/READ:** North/Right

**WEEKLY IMPRESSIONS:** 110,893 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

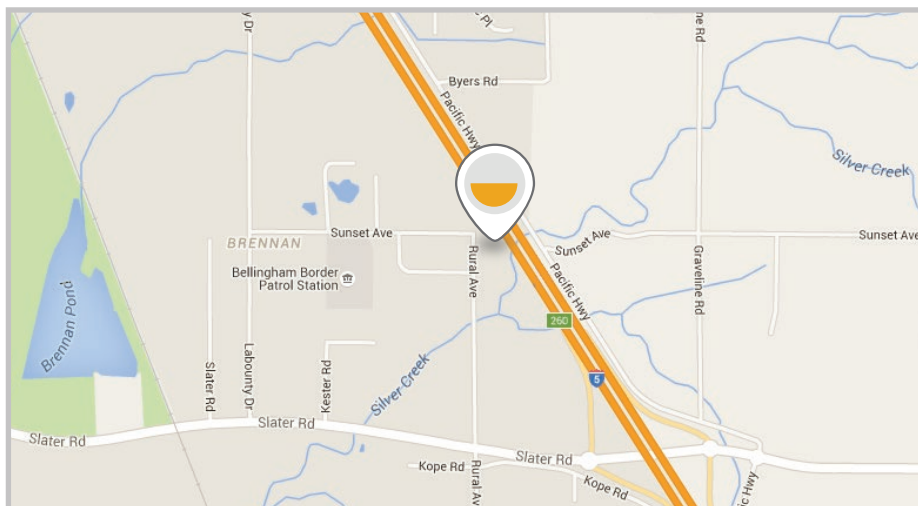
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





# DIGITAL BULLETINS



## PANEL #26019 - KING

### PANEL DETAILS:

W VALLEY HWY EL 45F N/O SW 43RD ST SWF-1

**SIZE:** 14'0" x 48'0" | **FACE/READ:** South West/Right

**WEEKLY IMPRESSIONS:** 117,965 *per spot*

### ADVERTISING STRENGTHS:

Located in the Southcenter area, the King County's hub of retail activity. This unit provides a great opportunity to reach consumers close to their point of purchase. This location delivers consumers with higher than average incomes, that are well-educated, and who dine out frequently.

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

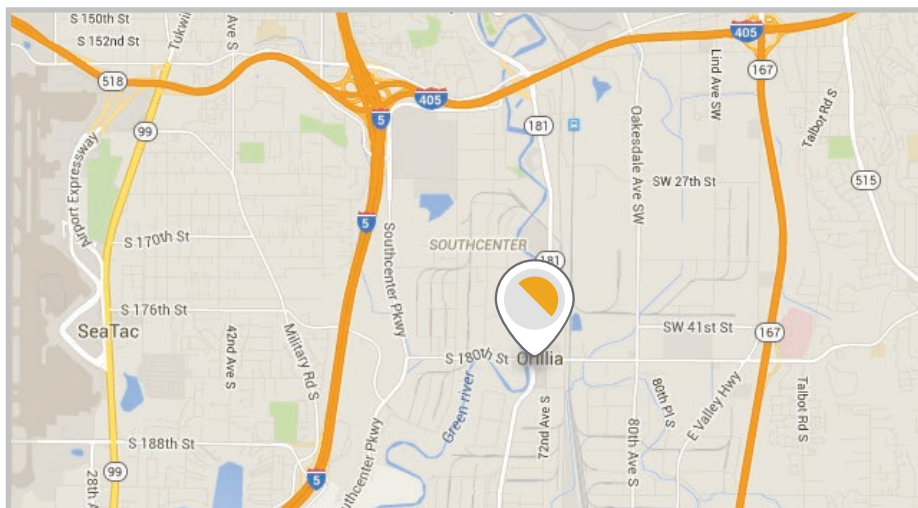
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





# DIGITAL BULLETINS



## PANEL #40170 - PIERCE

### PANEL DETAILS:

I-5 SL 800F E/O 62ND AVE EF-1

**SIZE:** 20'0" x 60'0" | **FACE/READ:** East/Left

**WEEKLY IMPRESSIONS:** 493,376 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

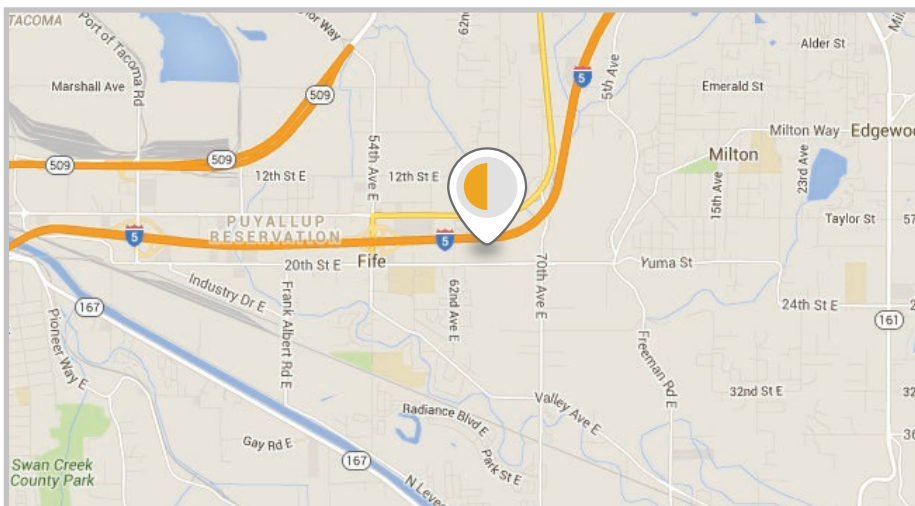
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!



# DIGITAL BULLETINS



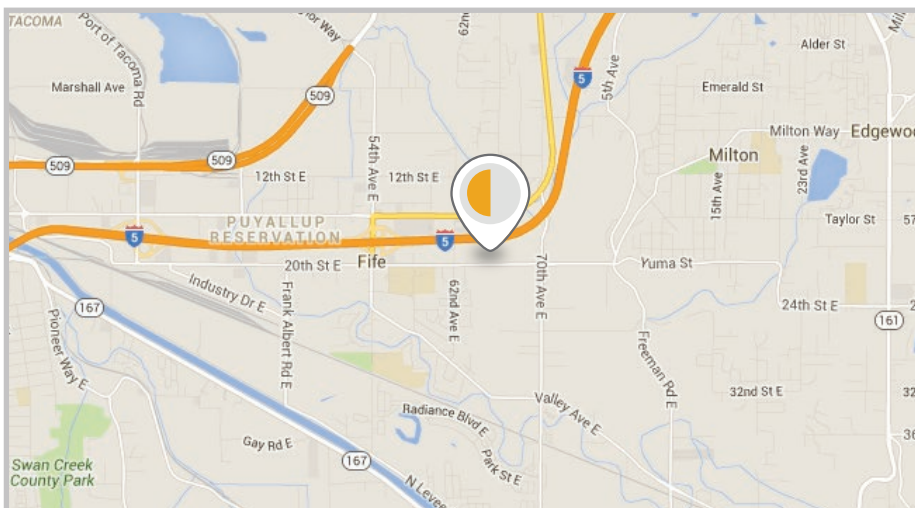
## PANEL #40171 - PIERCE

### PANEL DETAILS:

I-5 SL 800F E/O 62ND AVE WF-2

**SIZE:** 20'0" x 60'0" | **FACE/READ:** East/Left

**WEEKLY IMPRESSIONS:** 610,709 *per spot*



### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!



# DIGITAL BULLETINS



## PANEL #40431 - PIERCE

### PANEL DETAILS:

I-5 NL 100F N/O Puyallup River Overpass WF-1

**SIZE:** 20'0" x 60'0" | **FACE/READ:** East/Right

**WEEKLY IMPRESSIONS:** 694,108 *per spot*

### ADVERTISING STRENGTHS:

This bulletin is located on I-5, the highest traveled arterial in the state. This exceptional unit reads to southbound traffic that bisects Pierce County to establish itself as the main throughfare used by shoppers, professionals, and local residents.

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

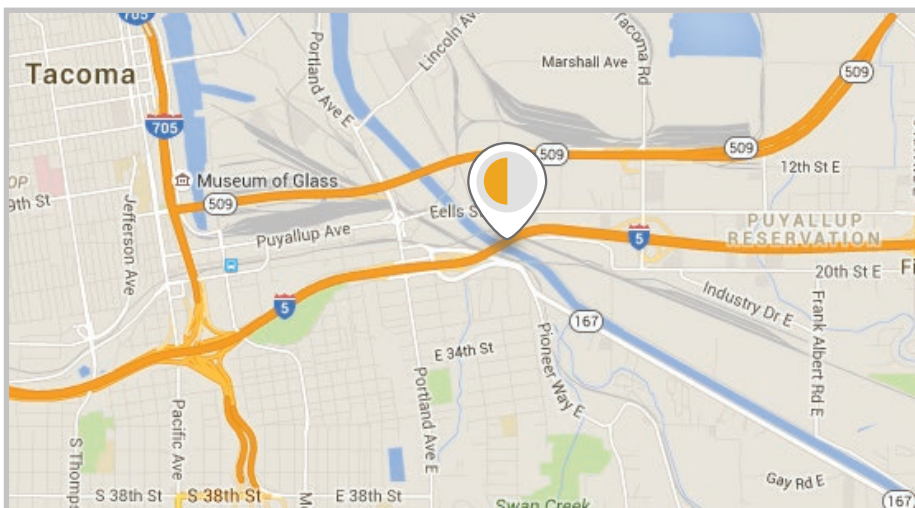
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





# DIGITAL BULLETINS



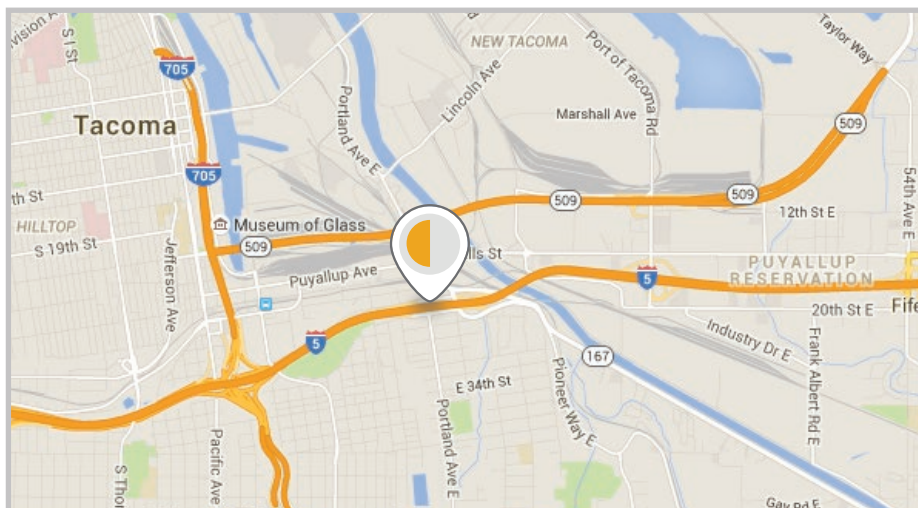
## PANEL #40440 - PIERCE

### PANEL DETAILS:

I-5 NL 50F E/O PORTLAND AV WF-1

**SIZE:** 20'0" x 60'0" | **FACE/READ:** East/Right

**WEEKLY IMPRESSIONS:** 745,577 *per spot*



### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!

# DIGITAL BULLETINS



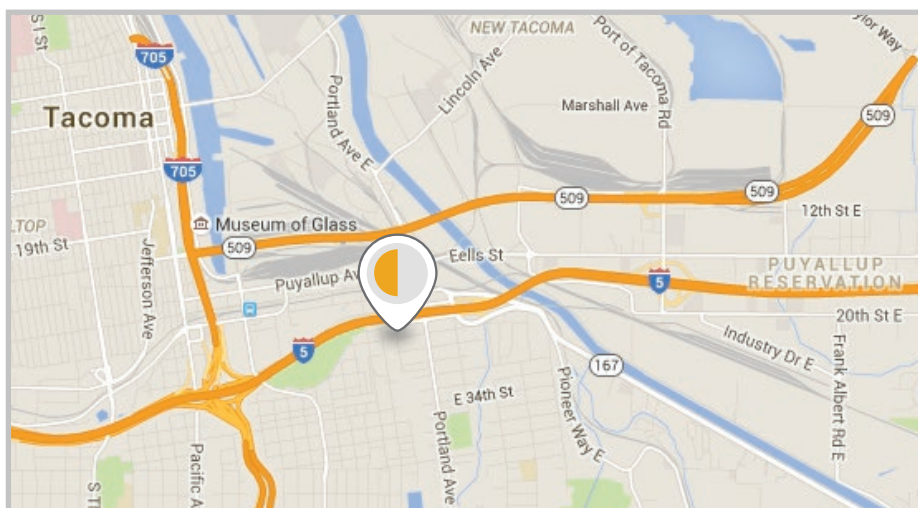
## PANEL #40473 - PIERCE

### PANEL DETAILS:

I-5 SL 500F W/O PORTLAND AVE EF-1

**SIZE:** 20'0" x 60'0" | **FACE/READ:** East/Left

**WEEKLY IMPRESSIONS:** 595,970 *per spot*



### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

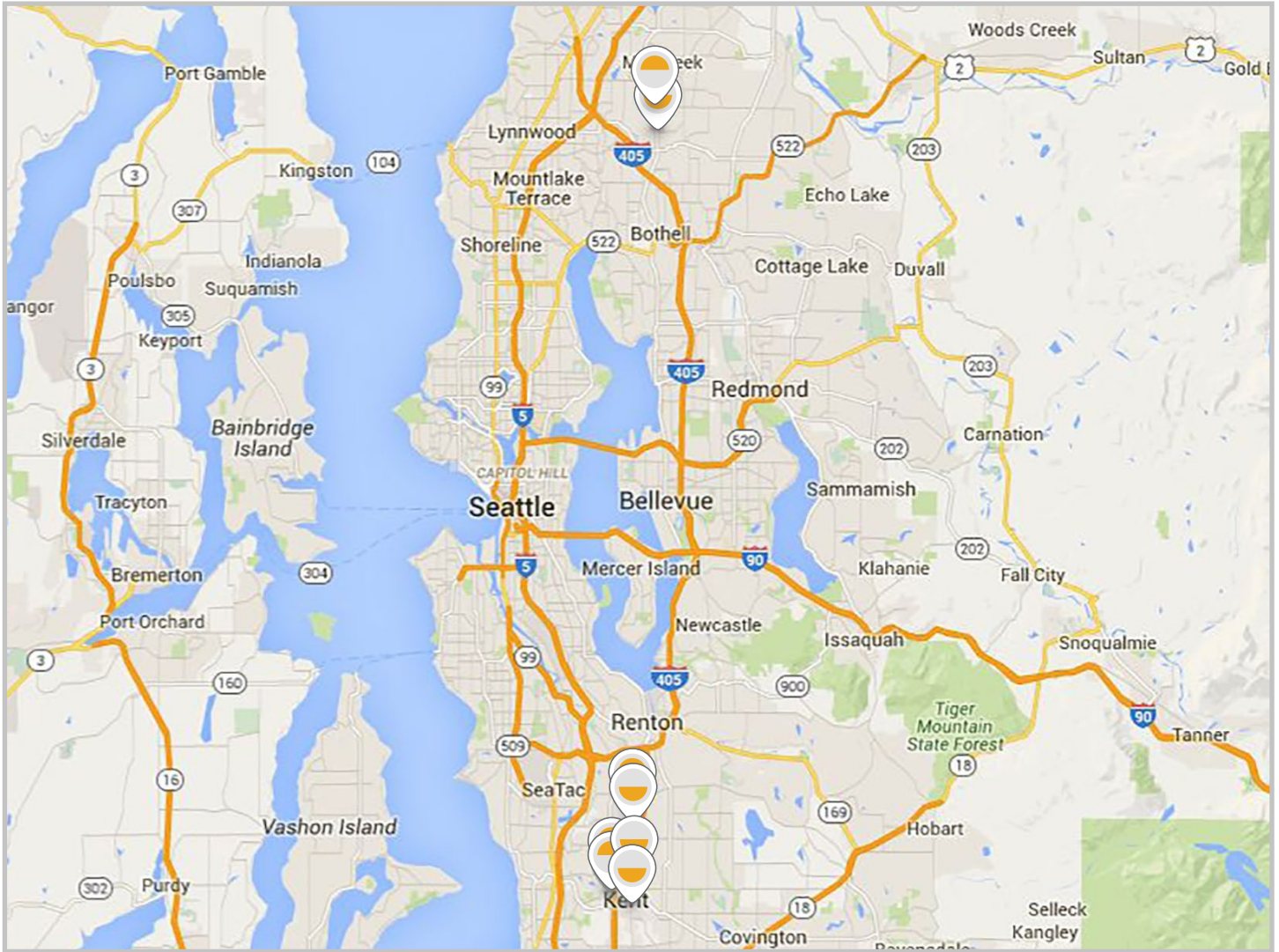
#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!



# DIGITAL POSTER LOCATIONS



# DIGITAL POSTERS



## PANEL #8926 - SNOHOMISH

### PANEL DETAILS:

Bothell Everett Hwy WL 327F S/O 180th St SE SF-1

**SIZE:** 12'0" x 24'0" | **FACE/READ:** South/Left

**WEEKLY IMPRESSIONS:** 54,330 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

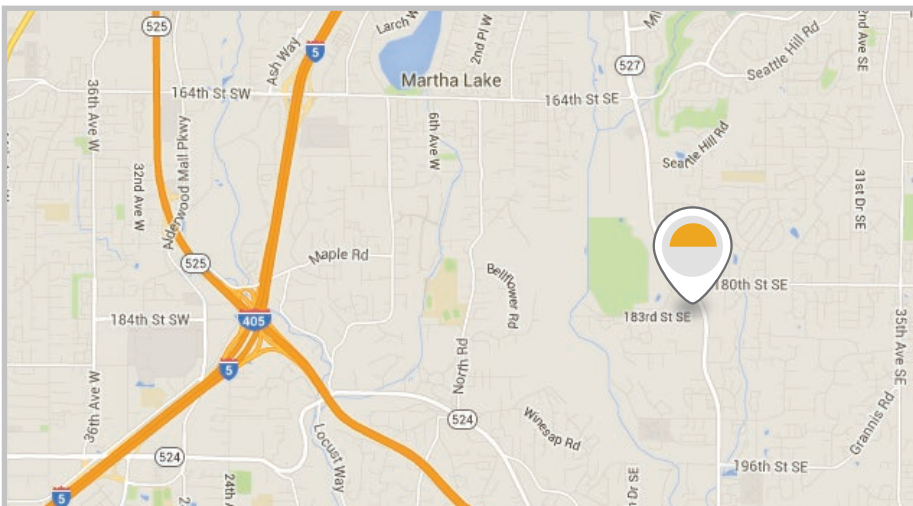
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





# DIGITAL POSTERS



# PANEL #8968 - SNOHOMISH

## PANEL DETAILS:

Bothell Everett Hwy WL 172F N/O 196th St SE NF-4

**SIZE:** 12'0" x 24'0" | **FACE/READ:** North/Left

**WEEKLY IMPRESSIONS:** 41,336 *per spot*

## DIGITAL FEATURES:

## REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

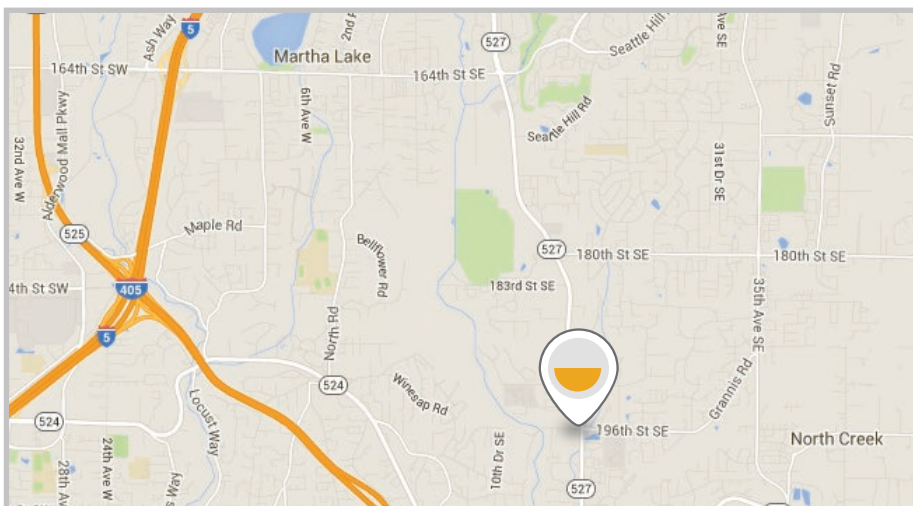
## FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

## UNIQUENESS

With our crystal clear digital display,  
your message is sure to stand out!

## NO PRODUCTION CHARGES!



# DIGITAL POSTERS



# PANEL #25925 - KING

## PANEL DETAILS:

E VALLEY RD WL 450F N/O S 192ND ST SF-1

**SIZE:** 12'0" x 24'0" | **FACE/READ:** South/Left

**WEEKLY IMPRESSIONS:** 19,080 *per spot*

## DIGITAL FEATURES:

## REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

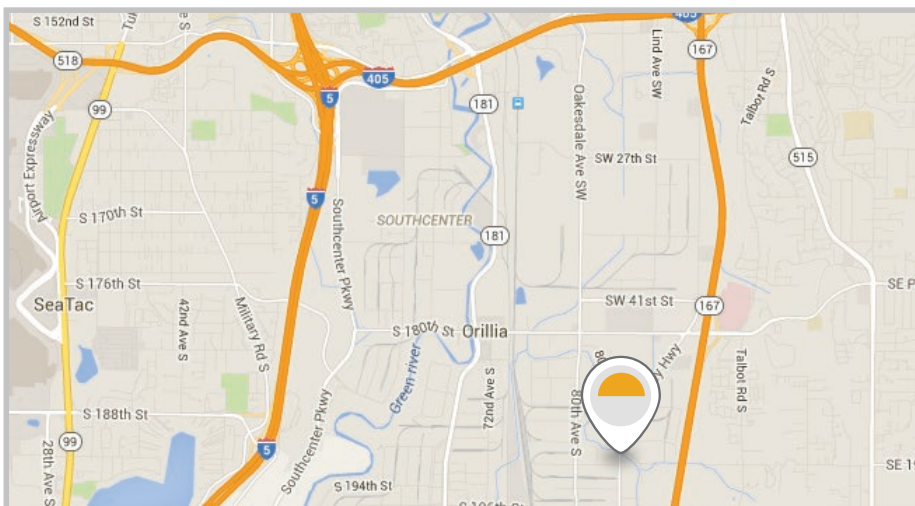
## FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

## UNIQUENESS

With our crystal clear digital display,  
your message is sure to stand out!

## NO PRODUCTION CHARGES!





# DIGITAL POSTERS



# PANEL #25935 - KING

## PANEL DETAILS:

E VALLEY HWY EL 151F S/O S 192ND ST NF-1

**SIZE:** 12'0" x 24'0" | **FACE/READ:** North/Left

**WEEKLY IMPRESSIONS:** 18,531 *per spot*

## DIGITAL FEATURES:

## REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

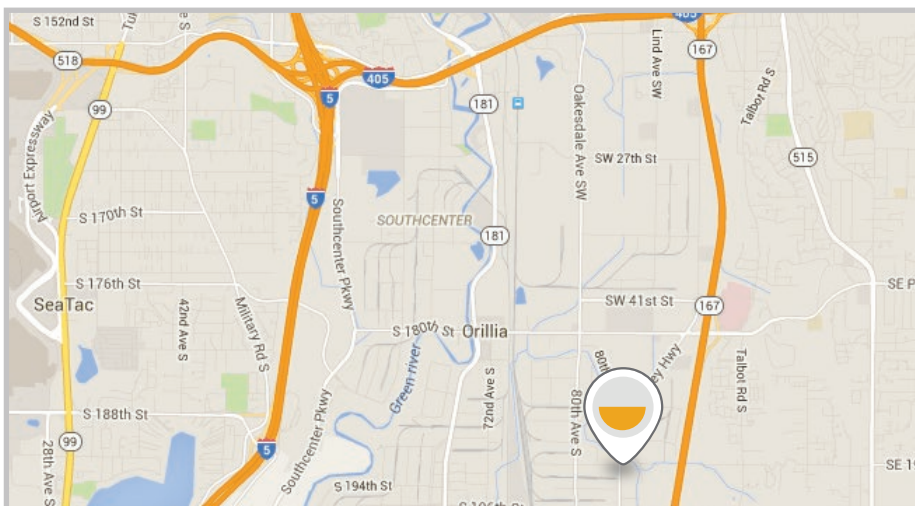
## FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

## UNIQUENESS

With our crystal clear digital display,  
your message is sure to stand out!

## NO PRODUCTION CHARGES!



# DIGITAL POSTERS



## PANEL #26203 - KING

### PANEL DETAILS:

W VALLEY HWY EL 68F N/O S 238TH ST SF-2

**SIZE:** 12'0" x 24'0" | **FACE/READ:** South/Right

**WEEKLY IMPRESSIONS:** 37,336 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

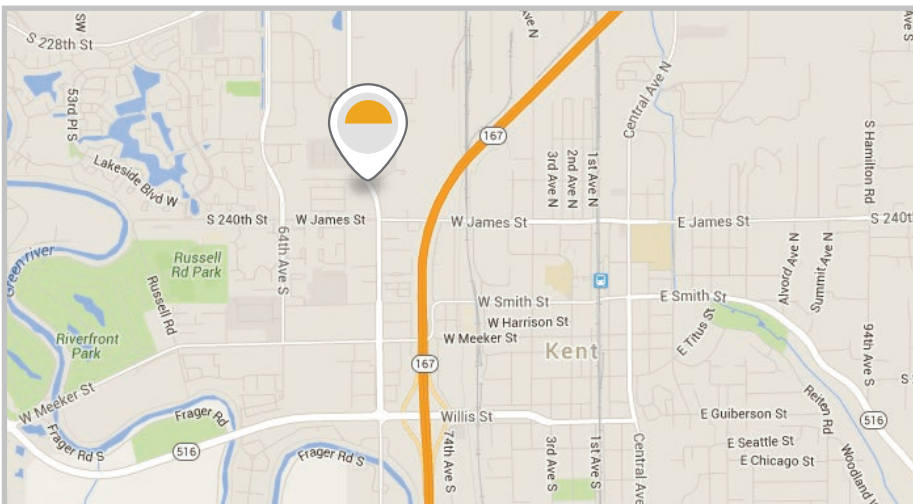
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

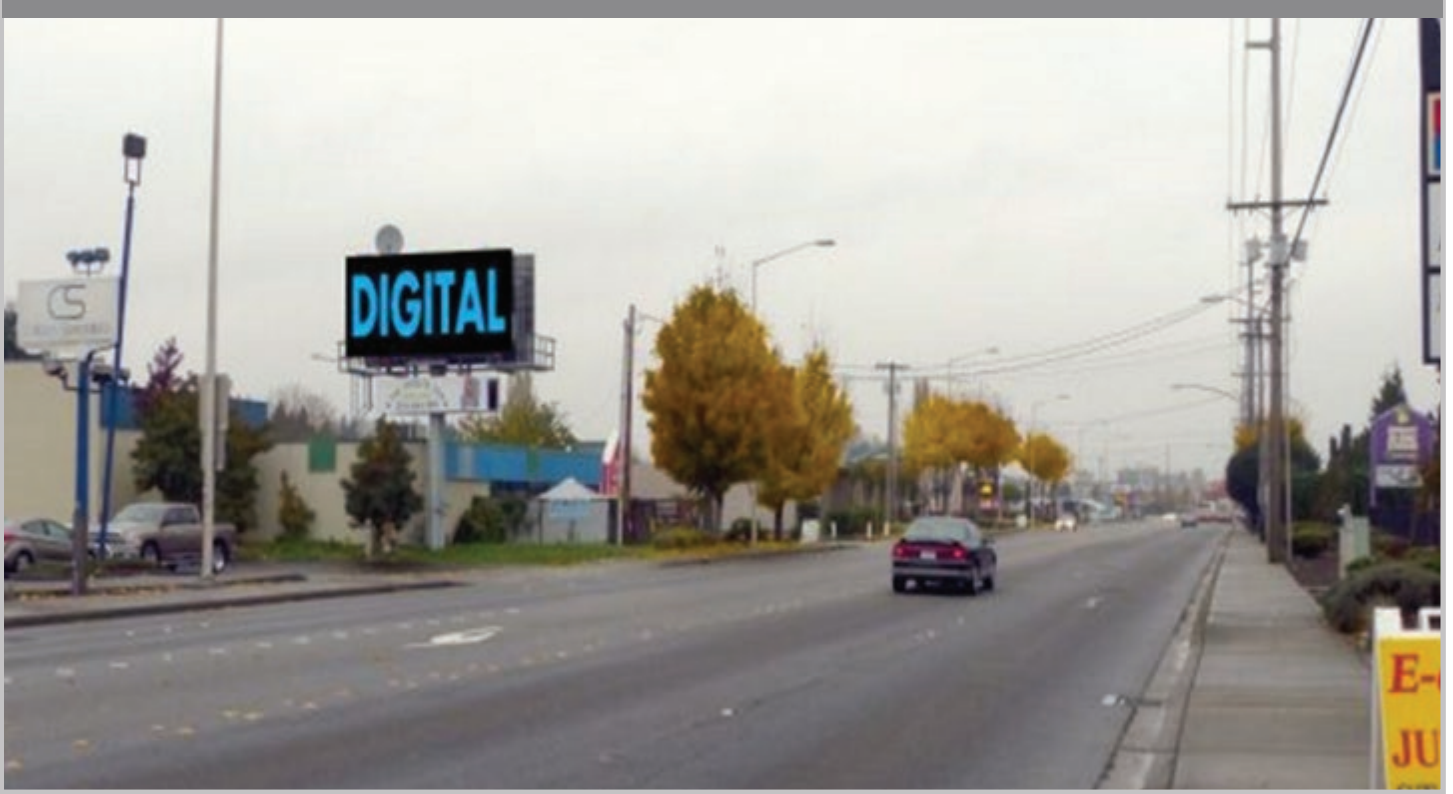
With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





# DIGITAL POSTERS



## PANEL #26265 - KING

### PANEL DETAILS:

W VALLEY HWY WL 827F N/O W MEEKER ST SF-1

**SIZE:** 12'0" x 24'0" | **FACE/READ:** South/Left

**WEEKLY IMPRESSIONS:** 35,551 per spot

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

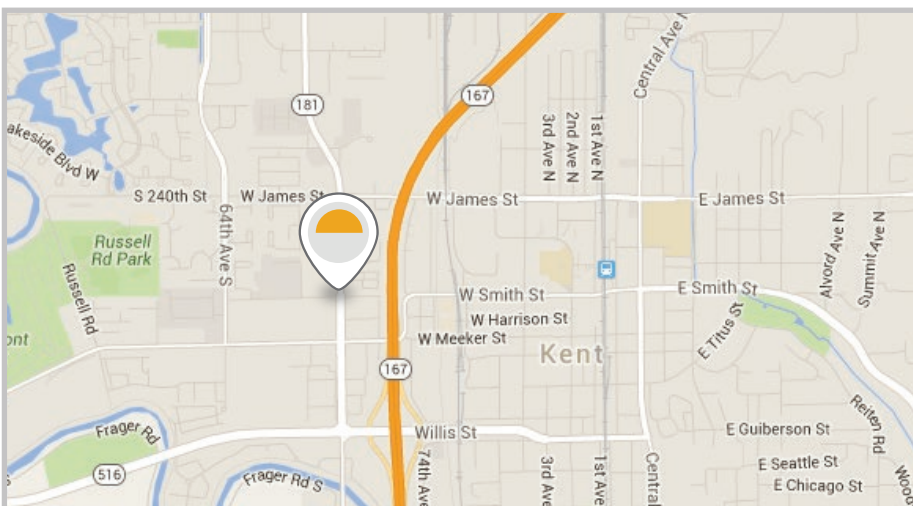
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!



# DIGITAL POSTERS



# PANEL #26332 - KING

## PANEL DETAILS:

N CENTRAL AVE EL 1684F S/O S 228TH ST NF-1

**SIZE:** 12'0" x 24'0" | **FACE/READ:** North/Right

**WEEKLY IMPRESSIONS:** 3,168 *per spot*

## DIGITAL FEATURES:

## REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

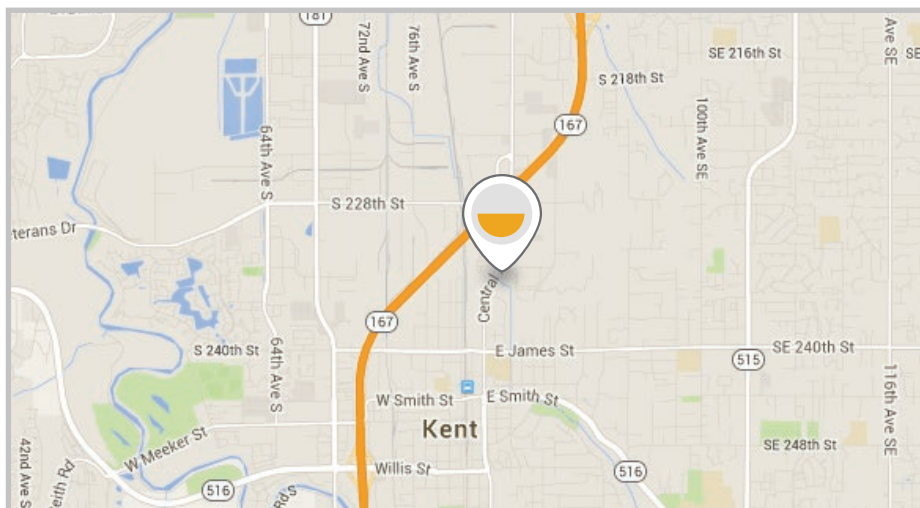
## FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

## UNIQUENESS

With our crystal clear digital display,  
your message is sure to stand out!

## NO PRODUCTION CHARGES!





# DIGITAL POSTERS



## PANEL #26397 - KING

### PANEL DETAILS:

S CENTRAL AVE EL 201F S/O WILLIS ST SF-4

**SIZE:** 12'0" x 24'0" | **FACE/READ:** North/Left

**WEEKLY IMPRESSIONS:** 19,360 *per spot*

### DIGITAL FEATURES:

#### REPETITION

Your ad is one of 8 slots sold on this digital panel in a 8-second rotation. You get 1,249 spots each day.

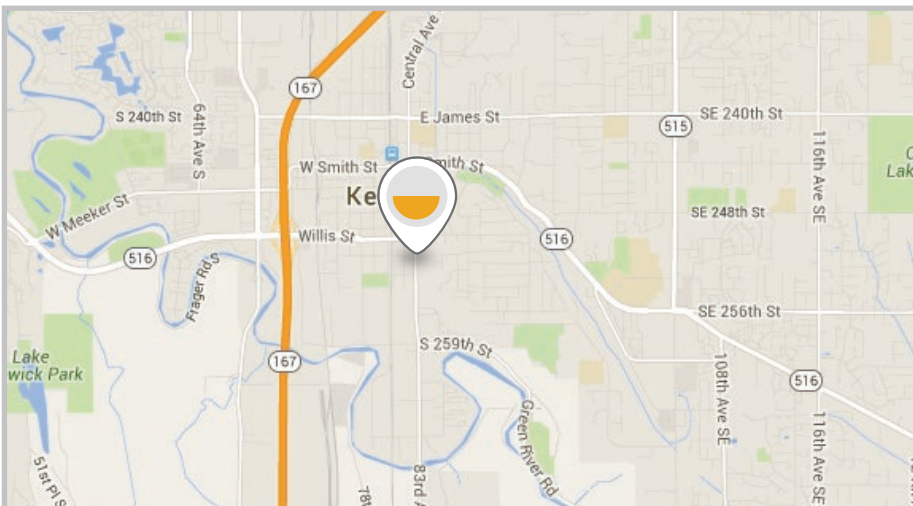
#### FLEXIBILITY

Change your creative message in minutes; daily, weekly or monthly!

#### UNIQUENESS

With our crystal clear digital display, your message is sure to stand out!

#### NO PRODUCTION CHARGES!





## LAMAR OF SEATTLE-TACOMA

3601 6th Avenue S  
Seattle, WA 98134  
Phone: 206.682.3833



# Thank you!

**We appreciate the opportunity to be  
your Out-of-Home media partner.**

Please contact your Lamar Representative  
or our office to discuss availability and  
any questions you may have.

We're ready to help you build  
an effective campaign.