



CATALYSTOUTDOOR

Media that matters.

Digital Bulletin Unit 600



Description: Located along Route 202 in West Chester, PA in Chester County Catalyst Outdoor's digital monument stands out with its ground-breaking style and technology. This digital monument is not like any other billboard you have seen; this is truly something unique. With an innovative design with a stone façade and high definition digital displays, this new digital monument is redefining outdoor advertising. This is the only digital monument in all of the Philadelphia DMA and the only digital bulletin along the entire stretch of Route 202 reaching an affluent consumer base. Unit 600's right hand read allows for an impressive site line which will engage your consumers.

Benefits of Digital

- Category Exclusivity
- Take advantage of endless creative executions
- No production costs
- Messages are easily changed and can be displayed based upon triggers such as time of day, day of week, weather conditions and traffic patterns

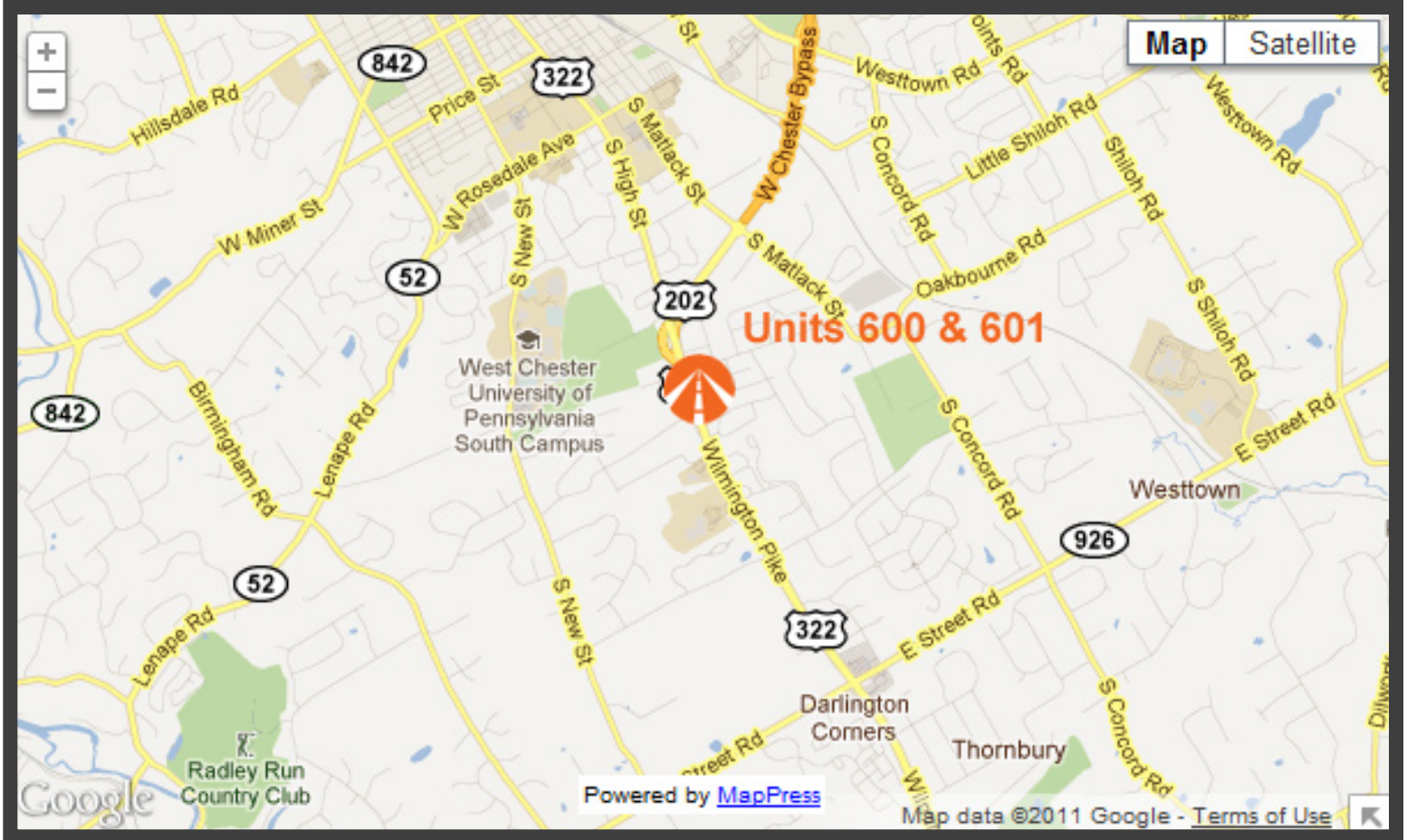
For rates and availability contact Crystal Anne Crawford
crystal@catalystoutdoor.com (O) 610.975.9390



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Location Map



Location Overview

Location: Route 202 in West Chester, PA

DMA: Philadelphia

County: Chester County

Size: Bulletin

D.E.C.: 37,250

Lat: 39° 56' 05.32"N

Long: 75° 35' 19.29"W

Frequency

- Each message will play for a duration of 7-8 seconds
- Continuous played in a loop of 5-8 advertisers
- Generating 956-1,530 messages per day
- Generating 26,775-42,840 messages per 4 week period

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