

CHILLICOTHEADS.COM

DIGITAL BILLBOARD

Put Your Brand In Front Of **19,000 DRIVERS** a day.

1222 WESTERN AVE • CHILLICOTHE, OH

Digital LED • Double-Sided • 24/7 Rotation



PRIME LOCATION

A High-Traffic Retail Corridor

~19,000

AVERAGE DAILY VEHICLES

both directions combined

ADJACENT TO

The busiest retail & dining in the area

- Kroger
- CVS Pharmacy
- Taco Bell
- Chillicothe AC
- McDonald's
- Burger King
- Chipotle
- and more



Western Ave looking east — McDonald's, CVS Pharmacy & the billboard site

CONSTANT REPEAT VISIBILITY • PRIME RETAIL CORRIDOR • AFFORDABLE LOCAL REACH



BILLBOARD SPECIFICATIONS

Built for impact.

6 × 10

F E E T

Digital LED display

High-resolution outdoor screen

2

S I D E S

Double-sided display

Both faces sold together

24/7

A L W A Y S

Continuous rotation

Plays day and night, every day

14

A D S

Max ad slots in rotation

Each slot displays for 7 seconds

THE MATH

**Your ad plays ~880 times.
Every single day.**

14 **AD SLOTS** × 7 **SECONDS EACH** = 98 **SECONDS / LOOP**

FULL SLOT
~880 **plays / day**
36.7 full rotations / hour

1 / 5 SLOT
~176 **plays / day**
Displays once every 5 rotations

FULL SLOT PRICING

Own the rotation.

Both billboard faces. 24/7. ~880 daily plays.

1 - 5 MONTHS

\$600

/month

Standard rate

6+ MONTHS

POPULAR

\$550

/month

Save \$50/mo

12+ MONTHS

BEST VALUE

\$500

/month

Save \$100/mo

INCLUDES

Both faces • Continuous 24/7 rotation • ~880 daily impressions • Max single-advertiser visibility

Affordable. Still highly visible.

Shared rotation. ~176 daily plays. Same prime corridor.

1 - 5 MONTHS

\$125

/month

6+ MONTHS

BEST VALUE

\$100

/month

HOW IT WORKS

Lower cost, strong reach.

A 1/5 slot displays once every 5 rotations — about every 8 minutes — making it a budget-friendly way to stay top-of-mind without committing to a full slot.

~176 plays/day • ~5,300 plays/month

INCLUDES

Shared rotation placement • Both faces • ~176 daily impressions • Same prime corridor

PERFECT FOR

Built to grow local businesses.

01

Restaurants

02

Retail Stores

03

Real Estate

04

Automotive

05

Local Services

06

Events & Festivals

07

**Political
Campaigns**

08

**Community
Promotions**

WHY HERE

HIGH

daily traffic

PRIME

retail corridor

CONSTANT

repeat exposure

LOW-COST

local reach



CREATIVE & ARTWORK

We'll help you look good.

Advertisers may supply their own artwork. If you don't have an ad ready — no problem. We can handle the whole creative end of things so your spot is ready to play.

1

Ad Design

Original artwork created for your business

2

Layout Optimization

Tuned for outdoor billboard readability

3

Digital Formatting

Output sized & spec'd for the Daktronics display

4

Motion / Animation

Subtle motion or full animated spots (optional)

LET'S BUILD YOUR CAMPAIGN

Ready to put your business on the Western Ave billboard?

CONTACT

Email

markg77@gmail.com

Cell

740-649-1705

(please leave a message)

