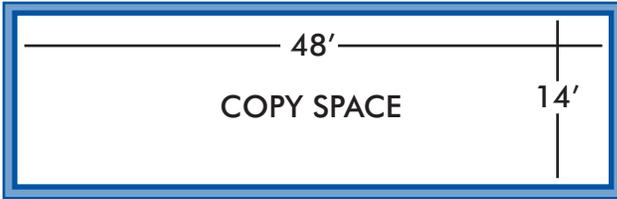


# BULLETINS



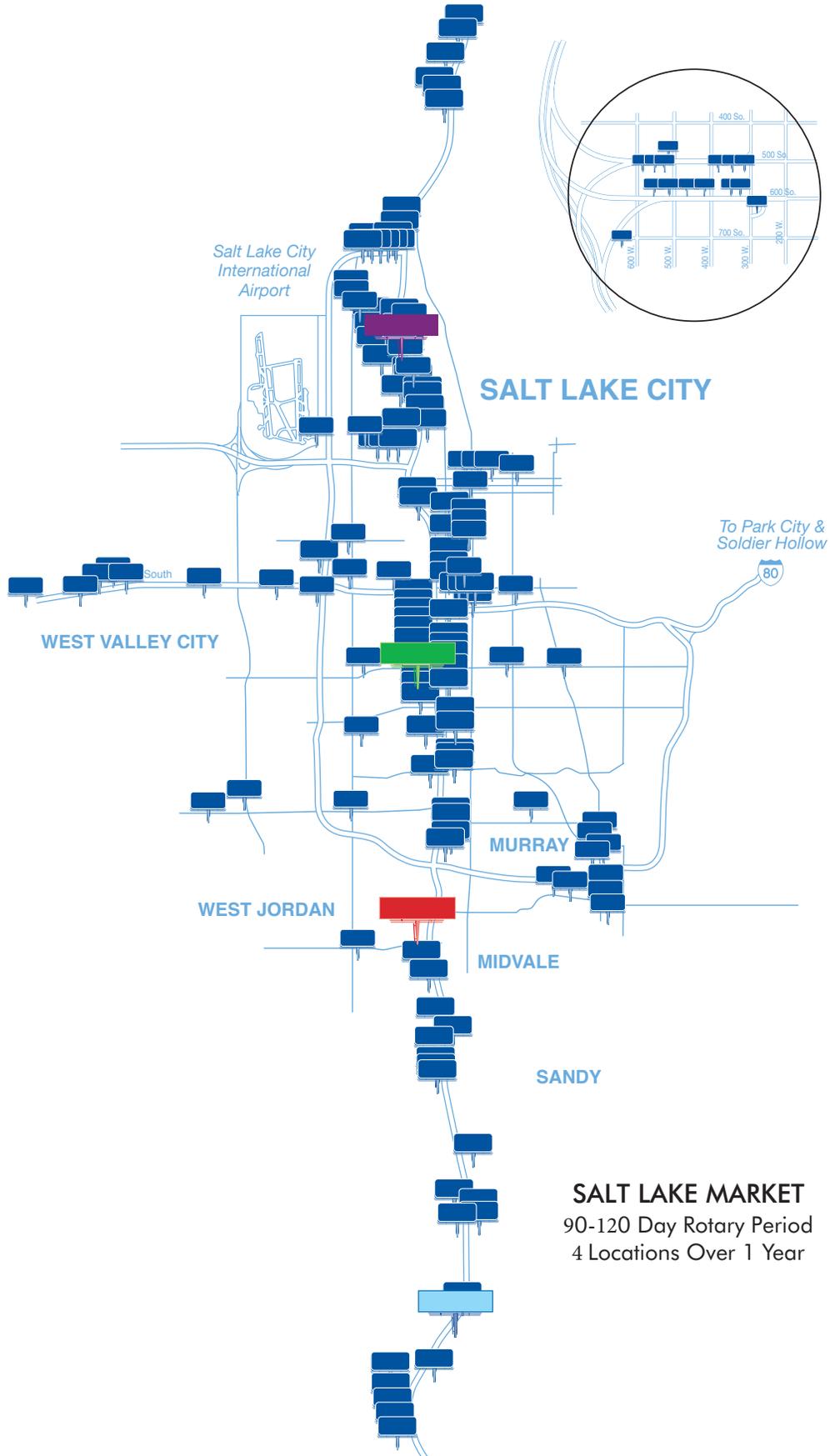
## BULLETINS



## Rotary Bulletin Billboard

- \*Rotate ads to new locations every quarter. 90 to 120 days
- \*Rotate to reach new commuters/potential clients.
- \*Rotate to increase REACH and achieve “blanket coverage” of the market.
- \*Rotate through 4 different locations over course of the year.

# SAMPLE SALT LAKE ROTARY BULLETIN



# CAPITA FINANCIAL ROTARY LOCATIONS 2024-2025

JULY 2024

 Individual styles

 #B0175 SANDY N/F

SEPTEMBER 2024

 Individual styles

 #B9111 DRAPER S/F

NOVEMBER 2024

 Individual styles

 #B0171 SOSLC N/F

JANUARY 2025

 Individual styles

 #B0184 BLUFFDALE S/F

Bonus Location - Added Value

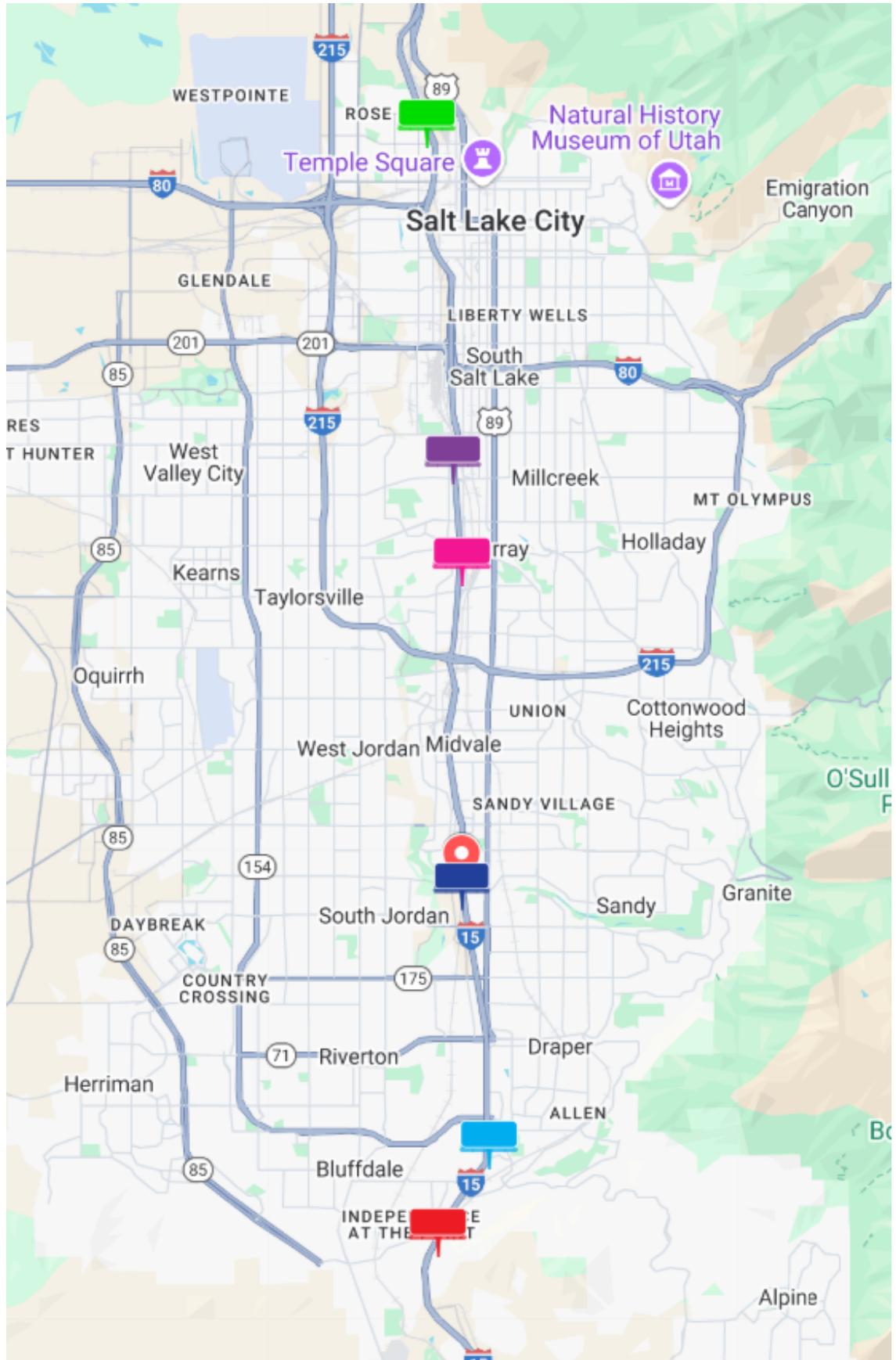
 Individual styles

 #B6357 NSL I-15 1/16 - 4/3

APRIL 2025

 Individual styles

 #B0157 MURRAY S/F





1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B0175 • 10000 SOUTH I-15 WS, SANDY

**Facing Direction:** North

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

**D.E.C:** 167,466

**Weekly Imp:** 650,443

**Latitude:** 40.569936

**Longitude:** -111.900463

**GeoPath Number:** 564700



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B9111 • 14015 SOUTH I-15 ES, DRAPER

**Facing Direction:** South

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

**D.E.C:** 156,883

**Weekly Imp:** 547,356

**Latitude:** 40.496448

**Longitude:** -111.890458

**GeoPath Number:** 583326



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B0171 • 3646 SOUTH I-15 WS, SOUTH SALT LAKE

**Facing Direction:** North

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

**D.E.C:** 194,281

**Weekly Imp:** 780,951

**Latitude:** 40.691899

**Longitude:** -111.903742

**GeoPath Number:** 564696



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B0184 • 15400 SOUTH I-15 WS, BLUFFDALE

**Facing Direction:** South

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

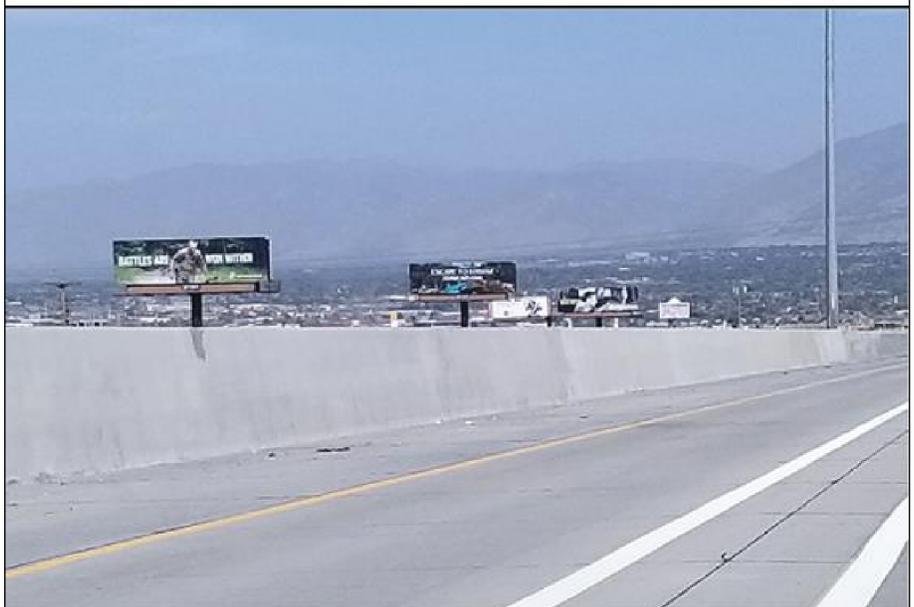
**D.E.C:** 174,106

**Weekly Imp:** 447,743

**Latitude:** 40.471457

**Longitude:** -111.909379

**GeoPath Number:** 564709



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B0157 • 4994 SOUTH I-15 ES, MURRAY

**Facing Direction:** South

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

**D.E.C:** 190,077

**Weekly Imp:** 735,555

**Latitude:** 40.662904

**Longitude:** -111.900822

**GeoPath Number:** 564683



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



1775 Warm Springs Road • Salt Lake City, UT 84116

P (801) 521.1775 F (801) 521.9741

[www.reaganoutdoor.com](http://www.reaganoutdoor.com)

## # B6357 • 855 NORTH I-15 ES, SALT LAKE CITY

**Facing Direction:** South

**Size:** 14' X 48'

**Unit:** 1S

**Illuminated:** Y

**D.E.C:** 115,786

**Weekly Imp:** 380,180

**Latitude:** 40.787857

**Longitude:** -111.913493

**GeoPath Number:** 30736459

**Bonus location - 1/16/25 - 4/3/25**

**78 Extra Days**

**9,031,308 ADDED IMPRESSIONS**



These photographs are for demonstration purposes only and may not represent the actual condition of the board at this time.



PREPARED BY: Jessica Grako

DATE: 4/14/25

This proposal is valid for five (5) days, expiring on 4/21/25, all rates are NET, production not included, and contract is non-cancelable. Pricing based on proposal in its entirety of number of units and duration. The rates contained in this proposal are specific both to this outdoor program in both number of units and posting dates if anything changes in this proposal the rates are not valid.

**SALT LAKE I-15 ROTARY BULLETIN - 14X48**

| POSTING PERIODS           | 07/07/25  | 08/04/25  | 09/01/25  | 09/29/25  | 10/27/25  | 11/24/25  | 12/22/25  | 01/19/26  | 02/16/26  | 03/16/26  | 04/13/26  | 05/11/26  | 06/08/26  |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| NUMBER OF BULLETINS       | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         |
| COST PER BULLETIN         | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 |
| TOTAL NET COST PER PERIOD | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 | \$ 13,081 |

\*Rotate to new locations every 60 to 90 days.

|                                 |            |
|---------------------------------|------------|
| TOTAL SPACE COST - NET          | \$ 170,053 |
| TOTAL PRODUCTION COST - NET     | \$ 507     |
| INITIAL INTSTALL FEE            | \$ -       |
| TOTAL CAMPAIGN COST - NET       | \$ 170,560 |
| SALT LAKE 18+ POP.              | 1,300,000  |
| NUMBER OF PERIODS               | 13         |
| DAILY IMPRESSIONS               | 176,562    |
| 4 WEEK IMPRESSIONS              | 4,943,736  |
| GROSS RATING POINTS             | 4,944      |
| GROSS IMPRESSION (DAYS X DEC)   | 64,268,568 |
| REACH                           | 96         |
| FREQUENCY                       | 51.5       |
| CPM - COST TO REACH 1000 PEOPLE | \$ 2.65    |

**Reach** - The percent of the target market population that will be reached by your ad

**Frequency** - The average number of exposures to an ad (how many times each consumer will see your ad)

**CPM**- The average cost to reach 1,000 people (Gross Impressions/\$ invested on campaign)

**DEC** - Daily Effective Circulation (average number of persons ages 18+ exposed to billboard daily)

An **impression** is a measure of the number of times an ad is seen.