

# AL Outdoor

ADVERTISING

## Digital Billboard Hwy 119/I-65 South, AOA #1

The 14' by 48' digital board is located at the intersection of I-65 and Highway 119 in Pelham, next to the entrance to beautiful Oak Mountain State Park. Its location is at the major thoroughfare that feeds Highway 119, Pelham, Alabaster, Helena and Hoover.



Location: I-65, 100' south of Hwy 119, Exit #246  
Facing: West side facing North  
Size: 14' x 48'  
Spot Length: 7.5 seconds  
Impressions: 285,114/Week  
TAB Panel ID: 30745423  
Latitude: 33.333778  
Longitude: -86.780462

### Rate Card

Monthly Cost:	\$1,750
Monthly Showings:	43,200
Production:	One Free Production included
ALDOT Traffic Count:	104,000 vehicles daily
Production:	384 x 1408 jpeg, 72 DPI

### Demographics

- In 2013, the population of Shelby County was 204,180.
- 40.5% of Shelby County residents have a bachelors degree, nearly double the state average of 22.3%.
- Median household income of \$69,000 is well above the state average.
- Shelby County is currently the fastest growing county in Alabama.
- Retail sales for 2007 were \$2,520,488
- Mean travel time to work for Shelby County residents is 29.4 minutes which is above the state average.

AL Outdoor Advertising  
1286 Oak Grove Road, Suite 106, B'ham 35209  
(205) 224-5815  
www.aloutdoor.com