

# *Curbside Billboards...*

**INCREASE  
SALES!**

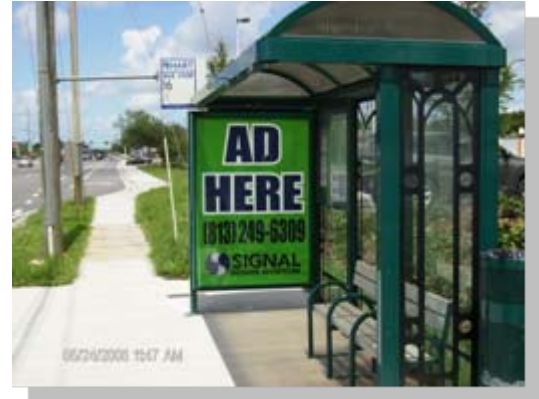


**SIGNAL**  
OUTDOOR ADVERTISING

# Signal Outdoor Advertising Transit Shelter Coverage Tampa, Florida

## City of Tampa and Hillsborough County

The Tampa DMA is the 16<sup>th</sup> largest market in the United States. The City of Tampa is the largest city in Hillsborough County and is the third most populous city in Florida.



Tampa's economy is founded on a diverse base that includes tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa.

The area offers many unique cultural, educational, and entertainment experiences to its residents and visitors. Among these are Busch Gardens, The Florida Aquarium, The Tampa Bay Performing Arts Center, The Tampa Museum of Art and Ybor City to name just a few.

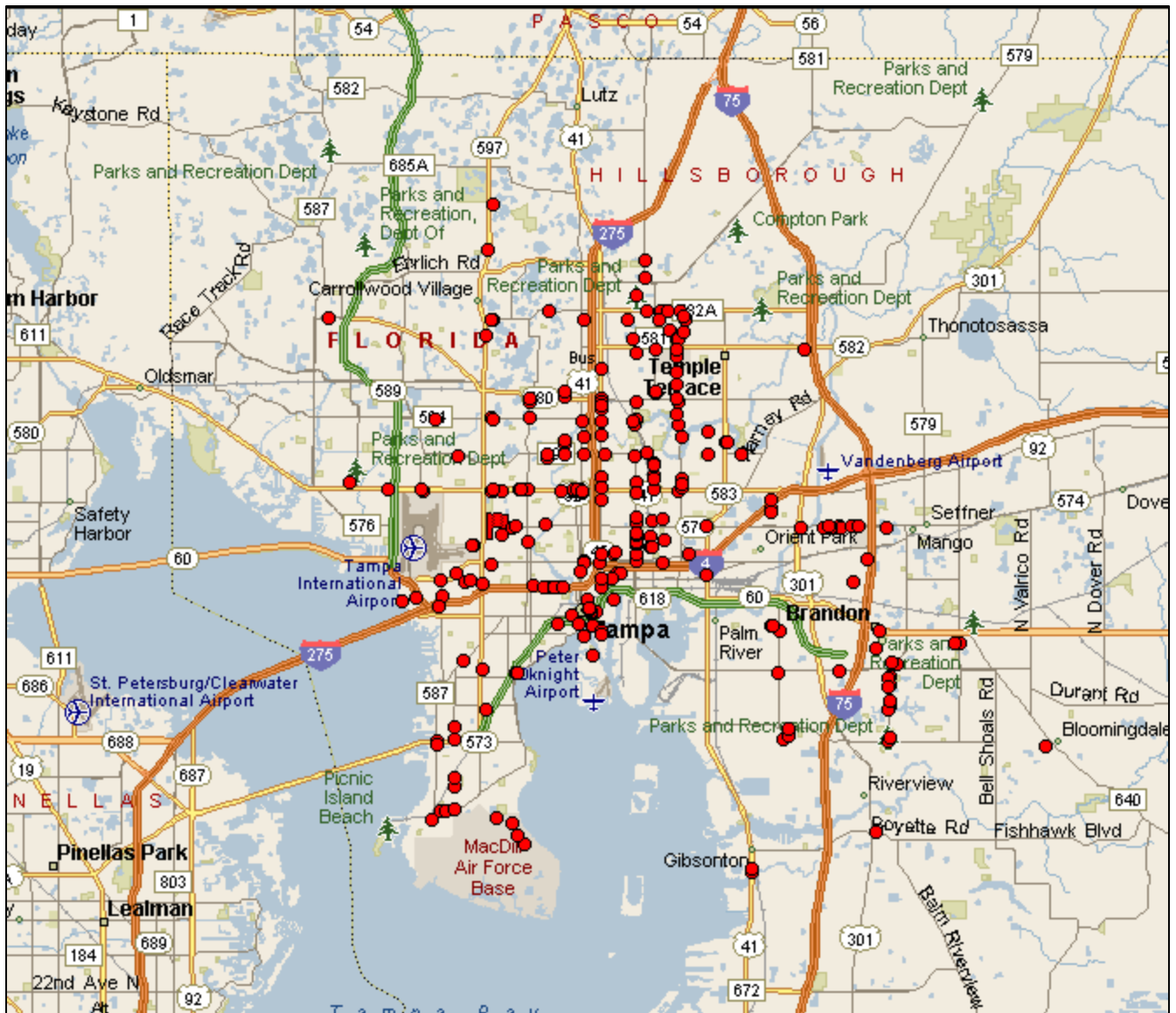
### Market Facts

Total Population	1,157,738
Adults 18 +	870,889
Median Age	36.3
Median HH Income	46,766
Advertising Display Panels	350 (by March 2009)
Average D.E.C. 18 +	13,000

SOURCE: 2006 AMERICAN COMMUNITY SURVEY, US CENSUS



# Signal Outdoor Advertising Transit Shelter Coverage Tampa Coverage Map



● Representative Shelter Coverage



# Signal Outdoor Advertising Transit Shelter Rates

Tampa, Florida / City of Tampa and Hillsborough County

Effective 1/1/2009

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	120	\$ 76,500	\$ 68,850	\$ 61,200
# 50	60	\$ 38,250	\$ 34,425	\$ 30,600
# 25	30	\$ 19,125	\$ 17,215	\$ 15,300
Individual	1			\$ 510

**NOTE: All rates are NET space only and subject to change. Specific placement premiums may apply.**

## SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall  
 Material: 15 pt. Styrene  
 Quantity: 20% per month overage  
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.  
 Ship to: 6011 Benjamin Road, Suite 104, Tampa, FL 33634

## Regional Sales

6011 Benjamin Rd, Suite 104  
 Tampa, FL 33634  
 (813) 249-6309 Tel  
 (813) 249-6340 Fax

## Corporate Office

7616 Southland Blvd, Suite 114  
 Orlando, FL 32809  
 (407) 856-7079 Tel  
 (407) 856-7039 Fax

