

San Joaquin

Stanislaus

Merced

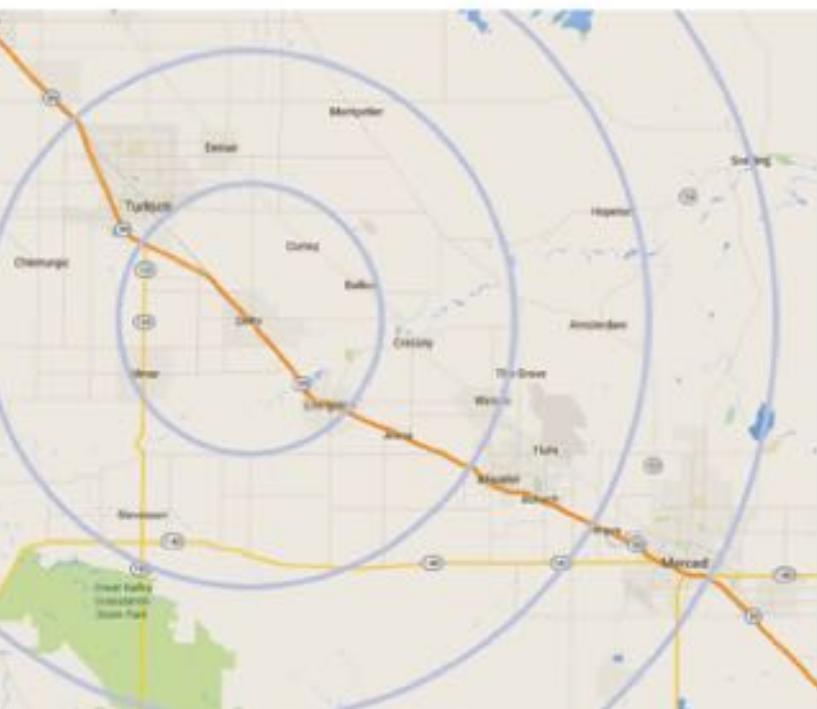
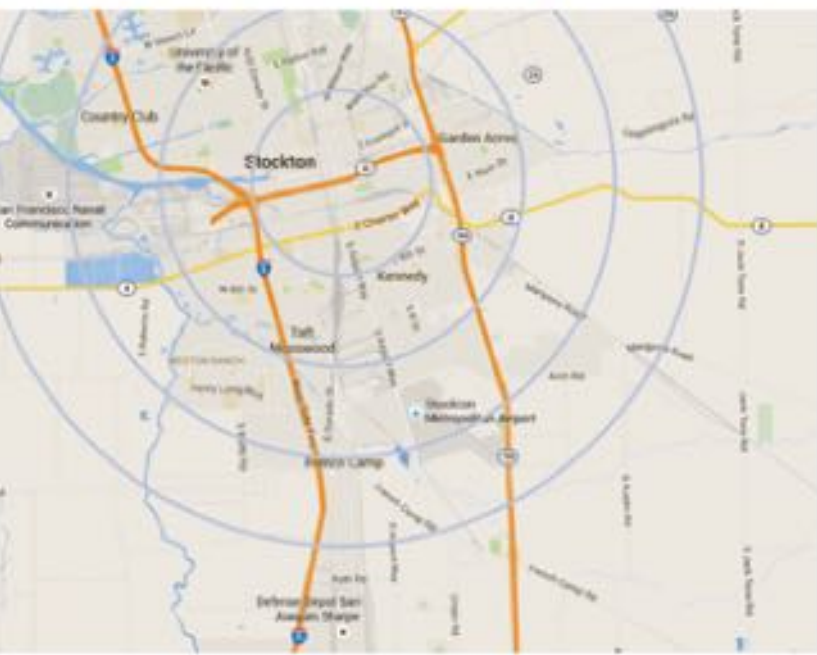
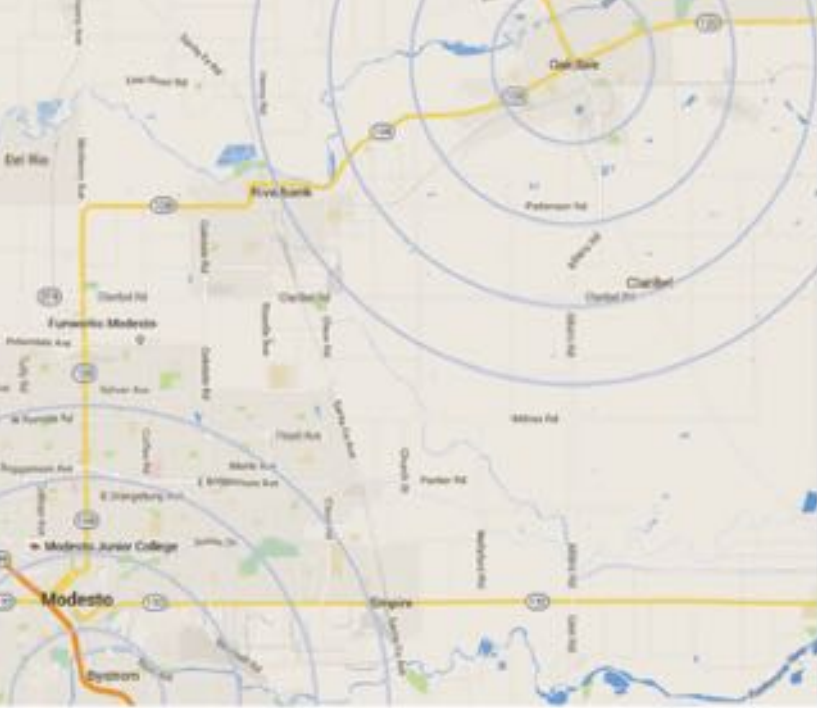
# SDSN OUTDOOR

*Get Noticed!*



## MEDIA KIT

Updated October 2018



1,628,883  
\* D.E.C. Count

**DSN Outdoor** is the fastest growing outdoor advertising company in the Central Valley. We offer a variety of billboard advertising seen by over 1,000,000 eyes a day. We understand the value of great customer service and the effectiveness of out-of-home advertising. Whether you are looking to saturate an area through Jr. Poster campaigns or are interested in marketing to millions on state-of-the-art digital billboards, DSN Outdoor is here to meet your advertising needs and help you *Get Noticed!*

\*Daily Effective Circulation (D.E.C.) - The average number of passers-by that could potentially be exposed to an advertising display for either 12 hours (unilluminated - 6:00am to 6:00pm) or 18 hours (illuminated - 6:00am to 12:00 midnight) on an average day.



## REACH PEOPLE WHERE THEY ARE

Reach people where they live, work and play. Our digital billboards are strategically displayed along **high traffic roadways, interstates and airports** while our Jr. Posters saturate urban neighborhoods and smaller roads.

## QUICK AND FLEXIBLE

With our digital billboards you can **change your advertisements instantly** to keep up with changes in your business or organization and have multiple messages displayed on the same billboard. With our Jr. Posters you can **quickly reach multiple locations** and choose a rotating plan that works for you.

## MAKE IMPRESSIONS THAT COUNT

Get the last word in with your consumers just **BEFORE** they make buying decisions. Billboard advertisement is a great way to **influence impulse buys** and lead people to you.

## COST EFFICIENCY

Billboard advertisement provides a lower cost per thousand than any other type of advertising. Outdoor ads cost **80% less** than TV commercials, **60% less** than newspaper ads, and **50% less** than radio ads.

## INCREASE FAMILIARITY

Billboards increase product awareness and product knowledge, both which translate to **increased sales and profits**. Digital and traditional billboards are an excellent way to get your message out, helping your brand become a household name.

## ENGAGE COMMUNITIES

By displaying items of community interest such as welcoming home troops, local news or upcoming events, billboards can be an affective way to **connect with communities and share your message**.



**WITH NEARLY** 160 advertising faces in Stockton and Modesto California, Jr. Posters are a great way to bring your message to a local audience. Our Jr. Posters are located along busy city and county streets along with smaller neighborhood roads, taking your message closer to home. These boards are a great way to target hard-to-reach ethnic markets and advertise time sensitive material. Our inventory of Jr. Posters can be viewed by visiting [DSNJrBoards.com](http://DSNJrBoards.com).

- Jr. Posters are installed where larger structures are not allowed. They can be freestanding or attached to buildings and are typically located just above eye level.
- Jr. Poster ad campaigns can be run in vinyl or 8-sheet paper, depending on budget and length of run.
- Jr. Posters are usually sold in packages with multiple locations running at the same time. Options to rotate quarterly are available.
- Common sizing is 6' x 12'.



## VINYL WRAPPED BOARDS

### Production (Printing and Posting)

\$ 350 Per Sign Location or.....

\$ 30 Per Month on a One Year Contract

\$ 50 Removal

6'X12'	6 MONTHS	12 MONTHS	18 MONTHS	24 MONTHS	36 MONTHS
ONE	\$250	\$240	\$230	\$220	\$210
FIVE	\$200	\$190	\$180	\$170	\$160
TEN	\$190	\$180	\$170	\$160	\$150
TWENTY	\$180	\$170	\$160	\$150	\$140
FORTY	\$170	\$160	\$150	\$140	\$130

8'X12'	6 MONTHS	12 MONTHS	18 MONTHS	24 MONTHS	36 MONTHS
ONE	\$350	\$340	\$330	\$320	\$310
FIVE	\$300	\$290	\$280	\$270	\$260

## PAPER BOARDS

### Production (Printing and Posting)

\$ 150 Per Sign Location

\$ 50 Removal

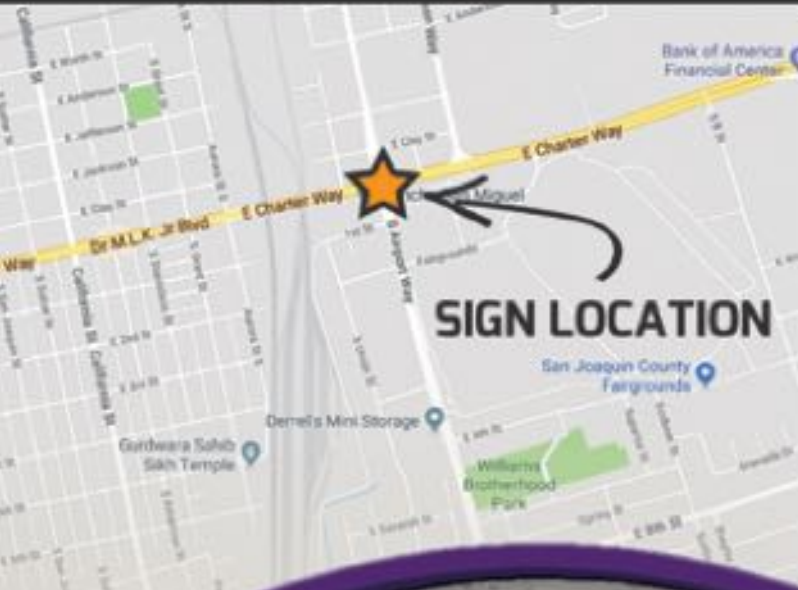
5'X11'	6 MONTHS	12 MONTHS	18 MONTHS	24 MONTHS	36 MONTHS
ONE	\$200	\$190	\$180	\$170	\$160
FIVE	\$190	\$180	\$170	\$160	\$150
TEN	\$180	\$170	\$160	\$150	\$140
TWENTY	\$170	\$160	\$150	\$140	\$130
FORTY	\$160	\$150	\$140	\$130	\$120

**ADDITIONAL CHARGE FOR PREMIUM BOARDS LOCATED IN MODESTO AND STOCKTON - ASK FOR LOCATIONS**

To see a current list of available Jr. Poster locations visit [DSNJrAvails.com](http://DSNJrAvails.com) and our complete inventory can be seen at [DSNJrBoards.com](http://DSNJrBoards.com).

For pricing and additional information call 888-727-2292 or email us at [Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).

# San Joaquin County Fairgrounds



**SIGN LOCATION**



**THE SAN JOAQUIN COUNTY FAIRGROUNDS**, located in Stockton, is one of Northern California's premier fairgrounds. It is home to many local exhibits and events, with the Stockton Asparagus Festival alone attracting over 100,000 visitors each year. The San Joaquin County Fair itself attracts around 50,000 visitors and Winners Gaming and Sports Emporium keeps a steady flow of people visiting year round. With a constant flow of traffic, and being located on two busy thoroughfares, your advertisement at the San Joaquin County Fairgrounds is sure to *Get Noticed!*

<b>Panel #:</b>	918807
<b>Market:</b>	Stockton, California
<b>Type:</b>	10 mm Digital
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	SE corner of S Airport Way and West Charter Way/Dr MLK Jr Blvd. Stockton,, CA
<b>Facing:</b>	Northwest
<b>Screen Size:</b>	10' x 30'
<b>Pixel Matrix:</b>	320 x 896
<b>D.E.C.:</b>	66,900
<b>Latitude/Longitude:</b>	37.941359 / -121.270025

## MORE INFORMATION:

- This 40' tall, one-sided, 10mm full color display faces the 4-way intersection at S Airport Way and West CharterWay/Dr MLK Jr Blvd in Stockton, CA.
- An average of 1,338,000 cars pass this location every month.
- Traffic at this location delivers 24,418,500 impressions per year.

To inquire about  
advertising or for more information:  
Call 888-727-2292 or email  
[Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)



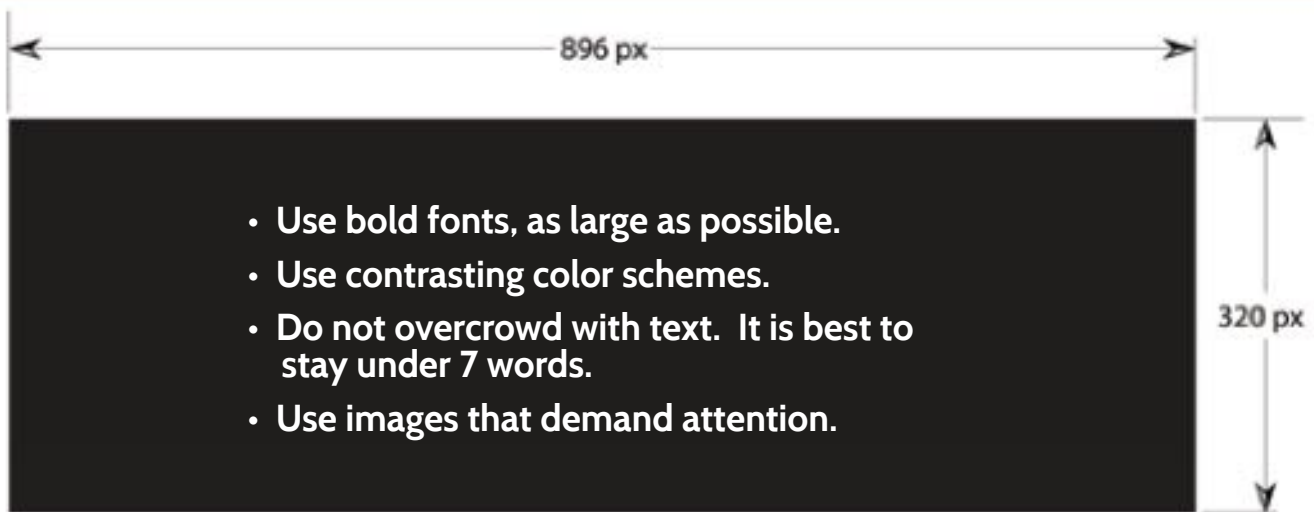
# San Joaquin County Fairgrounds

- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- No additional cost for multiple slide rotations.

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	4 WEEK RATE
<b>GOLD</b>	4 WEEKS	56.25	1,350	9,450	37,800	\$799
<b>SILVER</b>	4 WEEKS	37.5	900	6,300	25,200	\$499
<b>BRONZE</b>	4 WEEKS	18.75	450	3,150	12,600	\$399

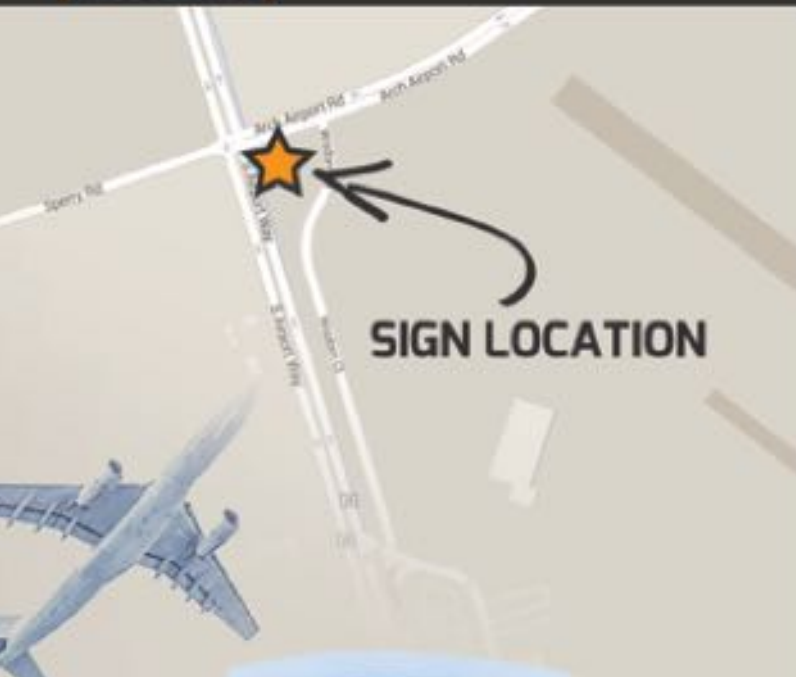
**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

A  
R  
T  
W  
O  
R  
K



To inquire about advertising or for more information:  
Call 888-727-2292 or email [Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)

# Stockton Metro Airport (Exterior)



**YOUR NAME HERE**

**888-727-2292**

**TOP FLIGHT**  
GRILL & CATERING

**AIRWAY**

**THE STOCKTON** Metropolitan Airport currently offers non-stop flights to Las Vegas, Phoenix-Mesa, and San Diego. A Recent federal grant to provide flights to LAX has been creating a positive buzz within the local community along with discussions of providing flights to Mexico. In February of 2016, Amazon.com began daily chartered air cargo flights to the airport as well. Being located only three miles southeast of downtown Stockton, Hwy 99 and I-5 are both easy to access, along with hotels, restaurants and the Port of Stockton. All major Northern California Cities are less than a two-hour drive from the Stockton Metropolitan Airport and Enterprise Rental Car has an on-site satellite office. Airport Way and Arch Road, both main thoroughfares, pass by the airport, creating a heavy mixture of commercial and local traffic. Our Stockton Airport digital sign is the perfect location to reach thousands of travelers, vacationers, commercial clients, and ultimately *Get Noticed!*

<b>Panel #:</b>	915601-1&2
<b>Market:</b>	Stockton, CA
<b>Type:</b>	19 mm Watchfire
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	Arch Airport Road. & S. Airport Road Southeast Corner
<b>Facing:</b>	East / West
<b>Screen Size:</b>	7' x 16'
<b>Pixel Matrix:</b>	112 x 256
<b>D.E.C.:</b>	23,020
<b>Latitude/Longitude:</b>	37.901745 / -121.254143

**MORE INFORMATION:**

- This 35' tall sign is keenly located on the newly constructed connector between Hwy 99 / I-5.
- Viewed by 700,191 vehicles per month with a standard occupancy 1.5 people at 18+ years of age.
- Traffic at this location delivers approximately 8,402,300 impressions per year.

To inquire about advertising or for more information:  
Call 888-727-2292 or email  
[Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)



# Stockton Metro Airport (Exterior)

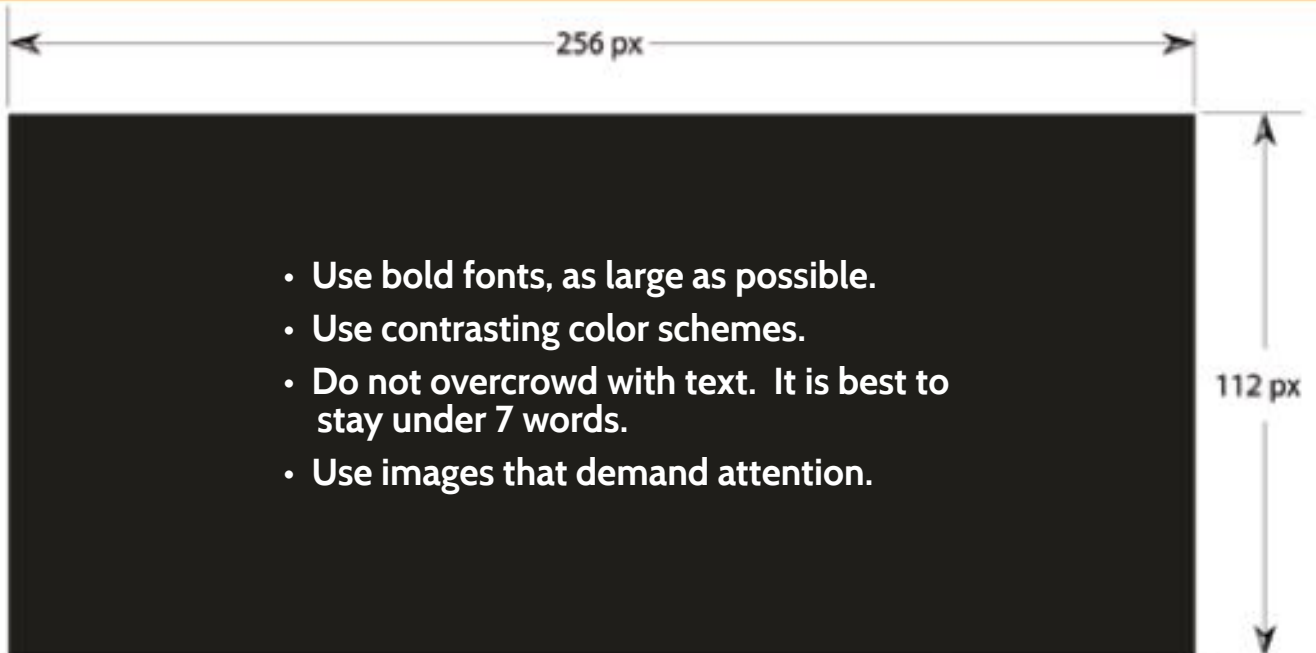


- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the eastbound or westbound side of the sign.
- No additional cost for multiple slide rotations.

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	ONE SIDE	BOTH SIDES
<b>GOLD</b>	4 WEEKS	56.25	1,350	9,450	37,800	\$1,000	\$1,600
<b>SILVER</b>	4 WEEKS	37.5	900	6,300	25,200	\$625	\$1,000
<b>BRONZE</b>	4 WEEKS	18.75	450	3,150	12,600	\$500	\$800

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

A  
R  
T  
W  
O  
R  
K



# Stockton Metro Airport (Interior Terminal)



**THE STOCKTON** Metropolitan Airport currently offers non-stop flights to Las Vegas, Phoenix-Mesa, and San Diego. Airport advertising is the ideal venue to connect with both business and leisure passengers; who on average, spend over an hour in an airport before departure. Studies show that 3 out of 4 people will read your advertising message, and that is not including video statistics! A recent Nielsen study shows that nearly 60 percent of travelers believe that advertising in airports is an indicator of high-quality brands and products. The study also showed that over one-third of the surveyed travelers visited a website or used an app to find out more about a product or service they saw advertised inside an airport. With all major Northern California Cities located less than a two-hour drive away, and a diverse captive audience, the Stockton Metropolitan Airport is a great place to *Get Noticed!*

Panel #:	917706
Markets:	Stockton CA, San Diego CA, Phoenix/Mesa AZ, Las Vegas NV
Type:	8 mm AdVision
Spot Length:	8 seconds
Location:	Stockton Metropolitan Airport 5000 S. Airport Way, Stockton, CA 95206
Facing:	Inside Terminal
Screen Size:	8' x 16'
Pixel Matrix:	304 x 608
Latitude/Longitude:	37.896997 / -121.251143

## MORE INFORMATION:

- This 8 by 16 foot LED billboard is located inside the Stockton Metropolitan Airport waiting area, directly above the departure gate.
- An average of 215,000 people view this sign every year.

To inquire about  
advertising or for more information:  
Call 888-727-2292 or email  
[Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)

**Stockton  
Metro Airport**  
(Interior Terminal)



- Ads run from 6:00 AM to 10:00 PM daily.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- No additional cost for multiple slide rotations.

PACKAGE	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	WEEKLY RATE	4 WEEK RATE
GOLD	56.25	1,350	9,450	37,800	\$350	\$750
SILVER	37.5	900	6,300	25,200	\$250	\$400
BRONZE	18.75	450	3,150	12,600	\$200	\$300

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

A  
R  
T  
W  
O  
R  
K

- Use bold fonts, as large as possible.
- Use contrasting color schemes.
- Do not overcrowd with text. It is best to stay under 7 words.
- Use images that demand attention.

# Merced

County, Hwy 99



**DELHI, CA** is located between Modesto and Merced along Hwy 99 in the heart of California. The thriving town of Turlock is only 5 minutes away with a population of over 72,000, while Modesto has a population of nearly 205,000, making it the largest city in Stanislaus County. Our digital billboard on Hwy 99 in Delhi has high visibility from both directions and is the only digital billboard in Merced County. Close by is an array of shopping centers and plazas that draw consumers from surrounding cities and towns. "Welcome to Merced County" is displayed atop the sign for southbound traffic to view, drawing added attention to the already prominent digital screen. With over 65,000 vehicles passing through Delhi on Hwy 99 per day, advertising on this sign is a great way to *Get Noticed!*



Panel #: 916204-1&2  
Market: Central Valley California  
Type: 16 mm Watchfire  
Spot Length: 8 seconds  
Location: 500 ft S of the Bradbury overpass  
West Hwy 99, Delhi  
Facing: North / South  
Screen Size: 14' x 48'  
Pixel Matrix: 240 x 864  
D.E.C. Per Side: 48,750  
Latitude/Longitude: 37.4455495 / -120.794141

### MORE INFORMATION:

- This 70' tall, V-shaped sign, has a double-sided 16mm full color digital display.
- Viewed by over 1,950,000 vehicles per month with a standard occupancy 1.5 people at 18+ years of age.
- Traffic at this location delivers approximately 35,100,000 impressions per year.

To inquire about advertising or for more information:

Call 888-727-2292 or email

Peter@DSNoutdoor.com.

DSNoutdoor.com



# Merced

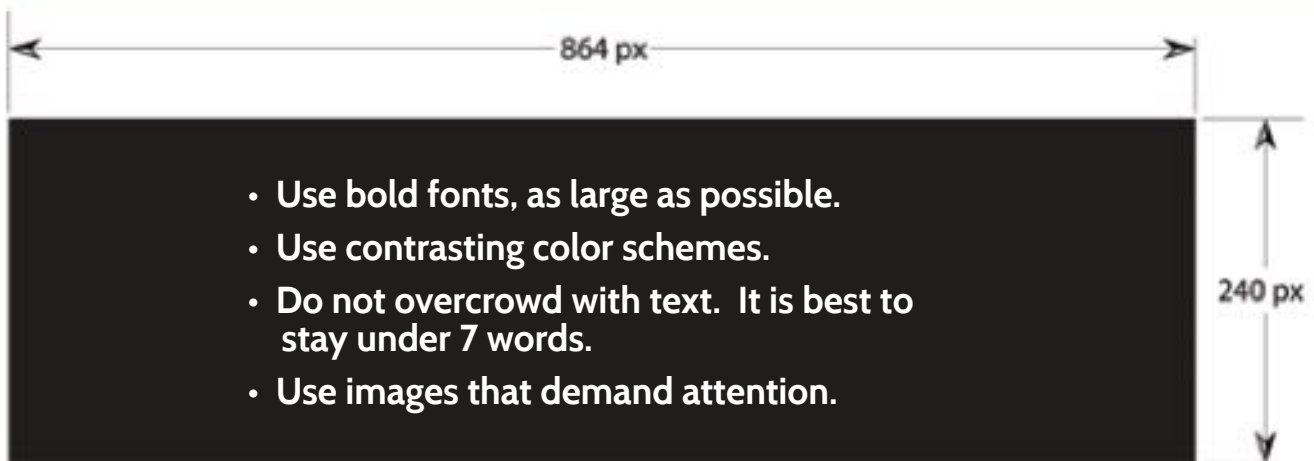
County, Hwy 99

- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the northbound or southbound side of the sign (Great visibility from both directions).
- No additional cost for multiple slide rotations.

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	ONE SIDE	BOTH SIDES
<b>GOLD</b>	4 WEEKS	56.25	1,350	9,450	37,800	\$1,200	\$1,920
<b>SILVER</b>	4 WEEKS	37.5	900	6,300	25,200	\$800	\$1,280
<b>BRONZE</b>	4 WEEKS	18.75	450	3,150	12,600	\$600	\$960

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

A  
R  
T  
W  
O  
R  
K



**DSN**  
OUTDOOR

*Get Noticed!*

# E.Oakdale

## Hwy 108



**SIGN LOCATION**



**THE CITY OF OAKDALE**, known as the "Cowboy Capital of the World", sits in both San Joaquin and Stanislaus counties where California State Routes 108 and 120 intersect. Though the population is just over 20,000, more than 25,000 vehicles pass through the city every day using State Route 108 alone. Home to the Sconza Candy Company, Oakdale Cheese & Specialties and the Oakdale Cowboy Museum, tourism and agriculture drive the city's economy. The Oakdale Rodeo Grounds provide a steady location for events and draw crowds from far and wide to their annual Oakdale Rodeo. The annual Chocolate Festival also draws large crowds looking to satisfy their sweet tooth before jumping on the Sierra Railroad Dinner Train for a family evening on the countryside. With all Oakdale has to offer, this is a great place to **Get Noticed!**

<b>In-Service Date:</b>	916905-1&2
<b>Market:</b>	Central Valley California
<b>Type:</b>	16 mm AdVision
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	1625 East F Street (Hwy 108) Oakdale, CA.
<b>Facing:</b>	East / West
<b>Screen Size:</b>	7' x 14'
<b>Pixel Matrix:</b>	128 x 256
<b>D.E.C. Per Side:</b>	20,775
<b>Latitude/Longitude:</b>	37.773716 / -120.827966

### **MORE INFORMATION:**

- This new 20' tall sign has a double sided 16mm full color digital display.
- An average of 771,000 cars pass this location every month.
- Traffic at this location delivers 13,900,000 impressions per year.

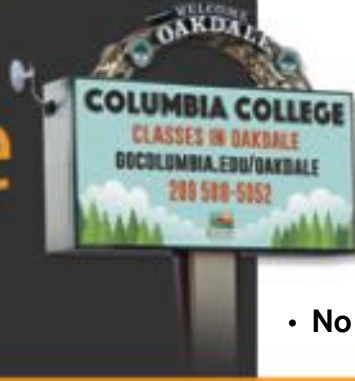
**To inquire about advertising or for more information:**

Call 888-727-2292 or email

[Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).

[DSNoutdoor.com](http://DSNoutdoor.com)

**E.Oakdale**  
Hwy 108

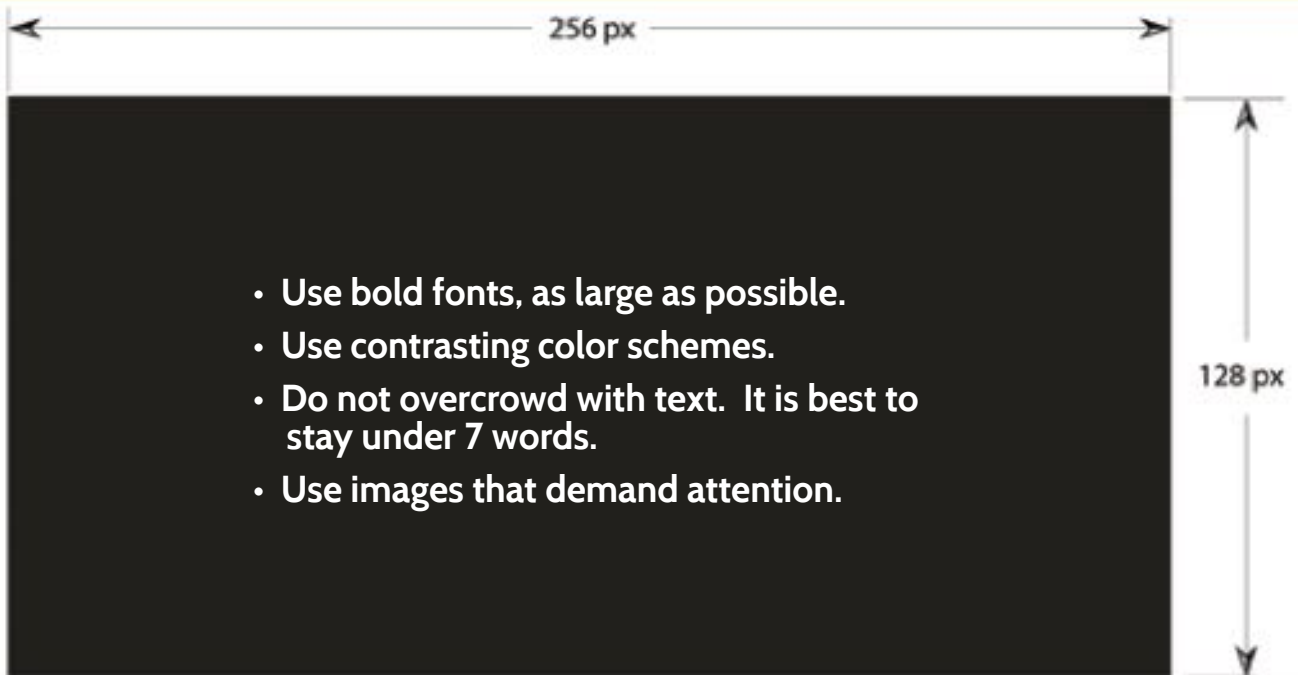


- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the westbound or eastbound side of the sign.
- No additional cost for multiple slide rotations.

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	ONE SIDE	BOTH SIDES
<b>GOLD</b>	4 WEEKS	56.25	1,350	9,450	37,800	\$1,000	\$1,600
<b>SILVER</b>	4 WEEKS	37.5	900	6,300	25,200	\$625	\$1,000
<b>BRONZE</b>	4 WEEKS	18.75	450	3,150	12,600	\$500	\$800

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

A  
R  
T  
W  
O  
R  
K



To inquire about advertising or for more information:  
Call 888-727-2292 or email [Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)

# COMING SOON!

Hwy 99  
Modesto  
Spring 2019

14'x48'  
Double-Sided Digital



Hwy I-5  
Stockton  
Fall 2019

14'x48'  
Double-Sided Digital



To inquire about advertising or for more information:  
Call 888-727-2292 or email [Peter@DSNoutdoor.com](mailto:Peter@DSNoutdoor.com).  
[DSNoutdoor.com](http://DSNoutdoor.com)