

Gas Pump Billboard Pricing & Coverage Area

This Level Two Pricing is for our Michigan Market.
For multi-state advertising please call for a quote.

Our minimum agreement is 75 billboards for one year.

One Year	BOARD COUNT	75	100	150	200	250
	BOARD PRICE	\$50	\$49	\$47	\$45	\$43
	MONTHLY COST	\$3,750	\$4,900	\$7,050	\$9,000	\$10,750
		300	350	400	450	500
		\$41	\$39	\$37	\$35	\$33
		\$12,300	\$13,650	\$14,800	\$15,750	\$16,500

Two Year	BOARD COUNT	75	100	150	200	250
	BOARD PRICE	\$47	\$46	\$44	\$42	\$40
	MONTHLY COST	\$3,525	\$4,600	\$6,600	\$8,400	\$10,000
		300	350	400	450	500
		\$38	\$36	\$34	\$32	\$30
		\$11,400	\$12,600	\$13,600	\$14,400	\$15,000

Three Year	BOARD COUNT	75	100	150	200	250
	BOARD PRICE	\$44	\$43	\$41	\$39	\$37
	MONTHLY COST	\$3,300	\$4,300	\$6,150	\$7,800	\$9,250
		300	350	400	450	500
		\$35	\$33	\$31	\$29	\$27
		\$10,500	\$11,550	\$12,400	\$13,050	\$13,500



Start Up Costs:

(These are one-time charges
in addition to advertising costs)

Production Costs...

1-99 Boards \$35/board

100+ Boards \$30/board

Design/Layout Costs...

\$300



captive
AUDIENCE ADVERTISING

Level Two Pricing

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