

Gas Pump Billboard Pricing & Coverage Area

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

Our minimum agreement is five billboards for one year.

One Year	BOARD COUNT	5	10	15	20	25
	BOARD PRICE	\$60	\$59	\$58	\$57	\$56
	MONTHLY COST	\$300	\$590	\$870	\$1,140	\$1,400
		30	35	40	45	50
		\$55	\$54	\$53	\$52	\$51
		\$1,650	\$1,890	\$2,120	\$2,340	\$2,550

Two Year	BOARD COUNT	5	10	15	20	25
	BOARD PRICE	\$57	\$56	\$55	\$54	\$53
	MONTHLY COST	\$285	\$560	\$825	\$1080	\$1,325
		30	35	40	45	50
		\$52	\$51	\$50	\$49	\$48
		\$1,560	\$1,785	\$2,000	\$2,205	\$2,400

Three Year	BOARD COUNT	5	10	15	20	25
	BOARD PRICE	\$54	\$53	\$52	\$51	\$50
	MONTHLY COST	\$270	\$530	\$780	\$1,020	\$1,250
		30	35	40	45	50
		\$49	\$48	\$47	\$46	\$45
		\$1,470	\$1,680	\$1,880	\$2,070	\$2,250



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 One Pricing

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