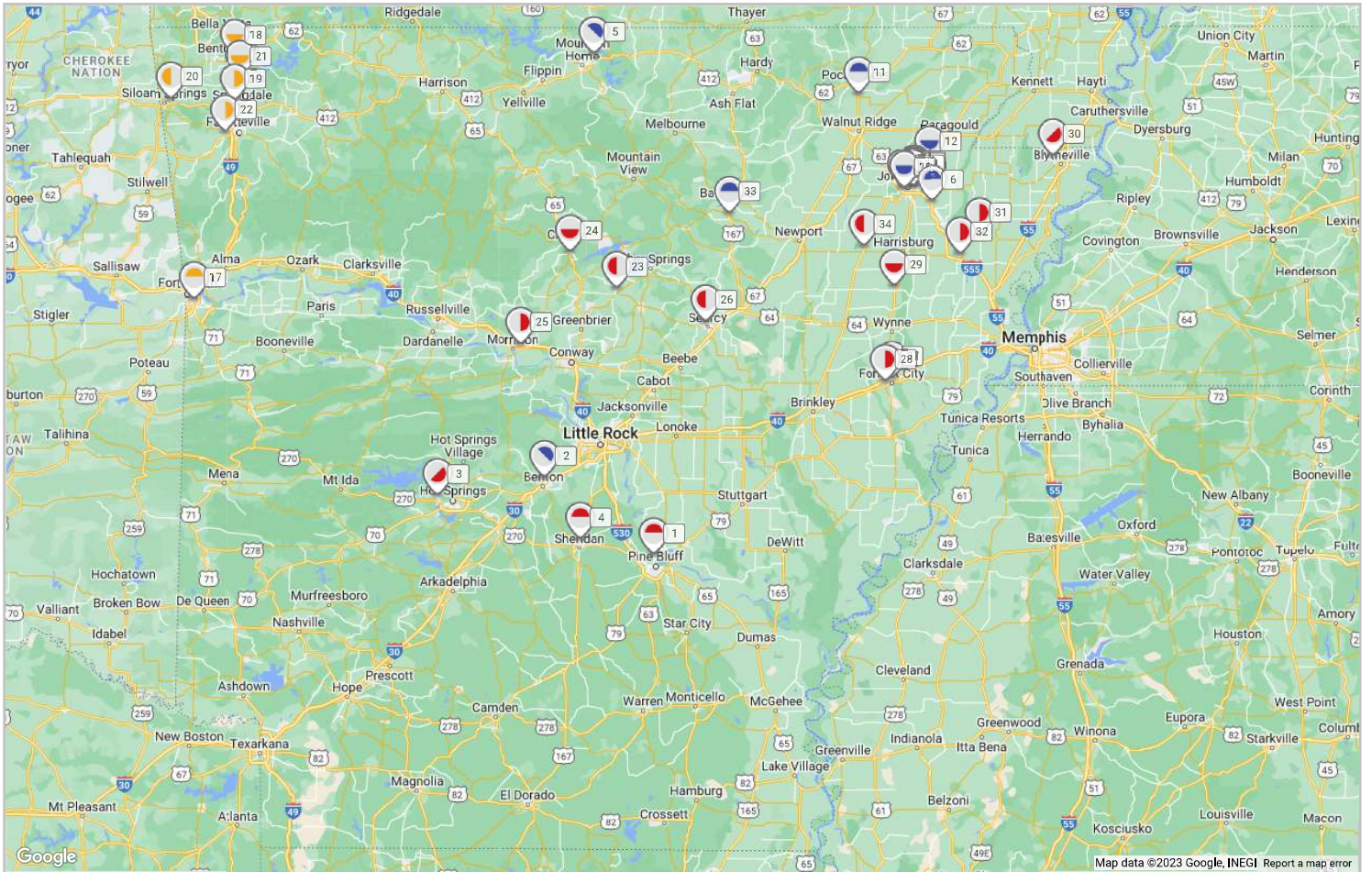


# MAP #1






## UALR LOCATIONS



# LOCATION LIST

## UALR LOCATIONS






\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	57621	364453	Poster / Retro	South	10' 6" x 22' 9"	37,385	YES
<b>Location:</b> UNIVERSITY W/S 500' S/O OLIVER								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	2	72321	30704371	Permanent Bulletin / Regular	South West	14' 0" x 48' 0"	415,750	YES
<b>Location:</b> 17922 I-30 N/S 75' W/O Fleming								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	3	84163	30922626	Poster / Retro	North West	10' 6" x 22' 9"	137,880	YES
<b>Location:</b> Albert Pike S/S 1250' W/O Thornton Ferry Rd								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	4	94611	365217	Poster / Retro	South	10' 6" x 22' 9"	27,041	NO
<b>Location:</b> US 167 W/S 0.4 MI N/O HWY 35 P1(S)								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	5	392	30720203	Junior Bulletin / Regular	South West	12' 0" x 24' 0"	133,269	YES
<b>Location:</b> 4000 Highway 62 East-Bottom								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								

# LOCATION LIST

## UALR LOCATIONS






\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	6	7905	30497321	Permanent Bulletin / Regular	South	12' 0" x 48' 0"	97,166	YES
<p><b>Location:</b> I-555 @ BAY .4 MI SO US463 EL  <b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH</p>								
	7	7945	30448887	Permanent Bulletin / Digital	South	10' 6" x 36' 0"	264,632 <i>per spot</i>	YES
<p><b>Location:</b> 2412 REDWOLF  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								
	8	7960	30497307	Poster / Digital	South	10' 0" x 21' 0"	91,284 <i>per spot</i>	YES
<p><b>Location:</b> 2506 S CARAWAY .45 MILE NO HIGHLAND  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								
	9	7961	30752036	Poster / Digital	South	12' 0" x 25' 0"	238,719 <i>per spot</i>	YES
<p><b>Location:</b> 1713 Red Wolf Blvd W/S 900' N/O Highland  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								
	10	7970	621591	Permanent Bulletin / Regular	North	10' 6" x 36' 0"	166,522	YES
<p><b>Location:</b> 3214B SOUTHWEST .4 MI SO US63 TOP EL  <b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH</p>								

# LOCATION LIST

## UALR LOCATIONS






\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	11	7992	621600	Permanent Bulletin / Regular	South	10' 6" x 36' 0"	93,116	YES
<p><b>Location:</b> 5226 HWY 67 @ ST 90 TOP EL  <b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH</p>								
	12	29211	30722593	Permanent Bulletin / Regular	North	12' 0" x 40' 0"	173,620	YES
<p><b>Location:</b> us hwy 49n w/s, @ mm 3, jonesboro, ar (south)  <b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH</p>								
	13	87941	30847110	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	200,395 <i>per spot</i> (Under Review)	YES
<p><b>Location:</b> Red Wolf Blvd. Overpass E/S 1200' N/O Nettleton  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								
	14	87961	30752041	Poster / Digital	North East	12' 0" x 25' 0"	294,865 <i>per spot</i>	YES
<p><b>Location:</b> N Caraway W/S @ Nettleton  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								
	15	87965	50549597	Permanent Bulletin / Digital	North West	10' 6" x 36' 0"	103,988 <i>per spot</i>	NO
<p><b>Location:</b> I-555 W/S .5 MI N/O Exit 45, Southwest Drive  <b>Current Advertiser:</b> 403 FANTASTIC FIVE DIGITAL ROTARY</p>								

# LOCATION LIST

## UALR LOCATIONS






\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	16	94053	30752514	Poster / Retro	South	10' 6" x 22' 9"	281,200	YES
<p><b>Location:</b> 1700 STADIUM BLVD. SW CORNER AT U HAUL Left  <b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH</p>								
	17	67352	372085	Permanent Bulletin / Digital	South	10' 0" x 36' 0"	137,523 per spot	YES
<p><b>Location:</b> I-540 E/S, 0.10 mi N/O Old Greenwood Rd (Luther Stem Pools), S/F  <b>Current Advertiser:</b> COCA COLA</p>								
	18	65002	371920	Permanent Bulletin / Digital	North	12' 0" x 40' 0"	133,094 per spot	YES
<p><b>Location:</b> I-49 E/S, 0.30 mi S/O SH 102, Bentonville, AR, N/F  <b>Current Advertiser:</b> CRYSTAL BRIDGES MUSEUM</p>								
	19	71931	30609701	Permanent Bulletin / Digital	West	10' 0" x 30' 0"	187,536 per spot	YES
<p><b>Location:</b> 4282 W. Sunset N/S, AT Rieff, Springdale, AR, W/F, (Lowe's) (D19W1)  <b>Current Advertiser:</b> DIGITAL NETWORK BUNDLE</p>								
	20	77241	30722610	Permanent Bulletin / Digital	East	10' 0" x 30' 0"	99,554 per spot	YES
<p><b>Location:</b> 3500 US Hwy 412 S/S, Siloam Springs, AR (Lowe's), E/F (D72E1)  <b>Current Advertiser:</b> CASEY'S RETAIL COMPANY</p>								

# LOCATION LIST

## UALR LOCATIONS

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	21	77911	30609572	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	305,820 <i>per spot</i>	YES
<b>Location:</b> I-49 W/S, AT MM 78, Lowell, AR, N/F (D79N1)								
<b>Current Advertiser:</b> DIGITAL NETWORK BUNDLE								
	22	121310	31031318	Permanent Bulletin / Digital	West	9' 0" x 32' 0"	100,970 <i>per spot</i>	YES
<b>Location:</b> Hwy 62 S/S, 0.70 mi E/O SH 170, 245 E. Main St, Farmington, AR, W/F								
<b>Current Advertiser:</b> CLUB CARWASH								
	23	85171	30554916	Poster / Retro	East	10' 6" x 22' 9"	68,579	NO
<b>Location:</b> HWY 25 S/S .6 MI E/O SH 356 @ QUITMAN								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	24	85353	620269	Poster / Retro	North	10' 6" x 22' 9"	99,794	YES
<b>Location:</b> HWY 65 N W/S 3/4 MI N/O HW 330 NFT								
<b>Current Advertiser:</b> THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON BEHALF OF THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK - MIDSOUTH								
	25	87121	365062	Poster / Retro	West	10' 6" x 22' 9"	37,040	NO
<b>Location:</b> US 64 EAST N/S 1.5 MI E/O SH 9 P1(W)								
<b>Current Advertiser:</b> IMMUNIZE AR								

# LOCATION LIST

## UALR LOCATIONS

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	26	88081	365081	Poster / Retro	East	10' 6" x 22' 9"	31,305 (Under Review)	NO
<b>Location:</b> PLEASURE S/S O.5MI W/O MAIN P1(E)[L] <b>Current Advertiser:</b> THE ALIGNMENT SHOP								
	27	6621	463695	Poster / Retro	West	10' 6" x 22' 9"	16,642	NO
<b>Location:</b> HWY 70 (BROADWAY) 500' W/O HWY 1 SL F/W <b>Current Advertiser:</b> FARM CREDIT MID-AMERICA (FCMA)								
	28	9911	463902	Poster / Retro	West	10' 6" x 22' 9"	19,692	NO
<b>Location:</b> HWY 70 2.5 MI W/O HWY 1 NL W <b>Current Advertiser:</b> CROWLEYS RIDGE DEVELOPMENT COUNCIL								
	29	12111	463344	Poster / Retro	North	10' 6" x 22' 9"	36,436	NO
<b>Location:</b> HWY 1 .8 MI S/O HWY 42 W <b>Current Advertiser:</b> CROWLEYS RIDGE DEVELOPMENT COUNCIL								
	30	361	463476	Poster / Retro	North West	10' 6" x 22' 9"	39,701	NO
<b>Location:</b> ST 151 1200' S/O CR 151 LEFT F/N <b>Current Advertiser:</b> WINDOW WORLD OF NEA								

# LOCATION LIST

## UALR LOCATIONS

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	31	21461	463414	Poster / Retro	West	10' 6" x 22' 9"	31,323	NO
<p><b>Location:</b> HWY 140 100' E/O ST 135 NL F/W  <b>Current Advertiser:</b> WINDOW WORLD OF NEA</p>								
	32	21564	463430	Poster / Retro	West	10' 6" x 22' 9"	35,423	NO
<p><b>Location:</b> HWY 63 B 25' E/O 1ST ST NL W TOP F/W  <b>Current Advertiser:</b> WINDOW WORLD OF NEA</p>								
	33	29022	30969894	Permanent Bulletin / Regular	South	12' 0" x 40' 0"	99,659	YES
<p><b>Location:</b> us hwy 167 e/s @ mm 12, 1959 batesville, ar s/f  <b>Current Advertiser:</b> JONESBORO CYCLE AND ATV</p>								
	34	60121	30718746	Poster / Retro	East	10' 6" x 22' 9"	33,370	YES
<p><b>Location:</b> Hwy 14 S/S 250' E/O Hwy 49  <b>Current Advertiser:</b> CORINTH COCA-COLA</p>								

**Total Weekly Impressions: 4,270,293**



## PANEL #57621

UNIVERSITY W/S 500' S/O OLIVER



LOCATION #1



**WEEKLY IMPRESSIONS:**  
37,385\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
364453

**LAT/LONG:**  
[34.25041 / -92.01715](#)

**MARKET:**  
PINE BLUFF

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
South / Left

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

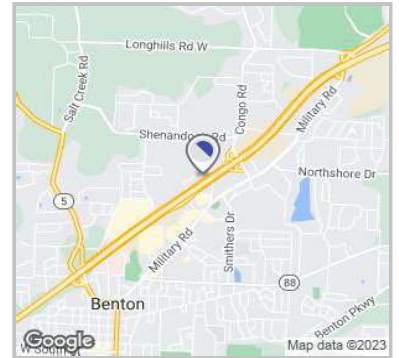
\*Impression values based on: Total Population

## PANEL #72321

17922 I-30 N/S 75' W/O Fleming



LOCATION #2



**WEEKLY IMPRESSIONS:**

415,750\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Regular

**GEOPATH ID:**

30704371

**LAT/LONG:**

[34.58438 / -92.57356](#)

**MARKET:**

BENTON

**PANEL SIZE:**

14' 0" x 48' 0" [View Spec Sheet](#)

**VINYL SIZE:**

15' 0" x 49' 0"

**FACING/READ:**

South West / Left

**ILLUMINATED:**

YES

**SHIPPING ADDRESS:**

12001 I-30  
Little Rock, AR 72209

\*Impression values based on: Total Population

## PANEL #84163

Albert Pike S/S 1250' W/O Thornton Ferry Rd



LOCATION #3



**WEEKLY IMPRESSIONS:**  
137,880\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
30922626

**LAT/LONG:**  
[34.505767 / -93.129392](#)

**MARKET:**  
HOT SPRINGS

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
North West / Right

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

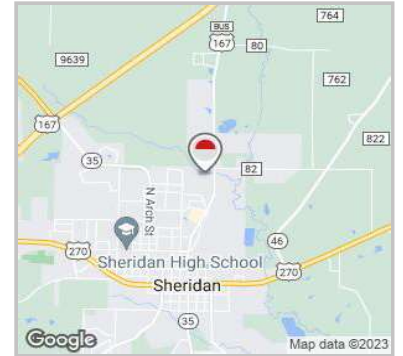
\*Impression values based on: Total Population

## PANEL #94611

US 167 W/S 0.4 MI N/O HWY 35 P1(S)



LOCATION #4



**WEEKLY IMPRESSIONS:**

27,041\*

**MEDIA TYPE/STYLE:**

Poster - Retro

**GEOPATH ID:**

365217

**LAT/LONG:**

[34.31974 / -92.3967](#)

**MARKET:**

SHERIDAN

**PANEL SIZE:**

10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**

10' 7" x 22' 10"

**FACING/READ:**

South / Left

**ILLUMINATED:**

NO

**SHIPPING ADDRESS:**

12001 I-30  
Little Rock, AR 72209

\*Impression values based on: Total Population

## PANEL #392

4000 Highway 62 East-Bottom



LOCATION #5

**ADVERTISING STRENGTHS:** Outbound Jr. Bulletin on US 62B moving traffic toward many bedroom communities on Lake Norfork,



**WEEKLY IMPRESSIONS:**  
133,269\*

**MEDIA TYPE/STYLE:**  
Junior Bulletin - Regular

**GEOPATH ID:**  
30720203

**LAT/LONG:**  
[36.369504 / -92.322807](#)

**MARKET:**  
MT HOME

**PANEL SIZE:**  
12' 0" x 24' 0" [Request Spec Sheet](#)

**VINYL SIZE:**  
12' 0" x 24' 0"

**FACING/READ:**  
South West / Left

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

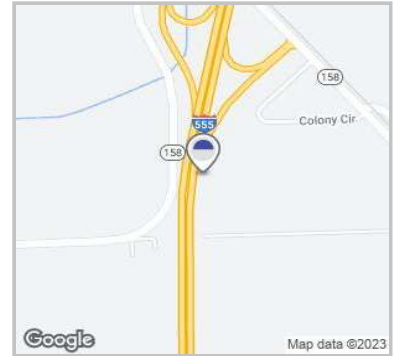
\*Impression values based on: Total Population

## PANEL #7905

I-555 @ BAY .4 MI SO US463 EL



LOCATION #6



**WEEKLY IMPRESSIONS:**  
97,166\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Regular

**GEOPATH ID:**  
30497321

**LAT/LONG:**  
[35.75031 / -90.5795](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
12' 0" x 48' 0" [View Spec Sheet](#)

**VINYL SIZE:**  
13' 0" x 49' 0"

**FACING/READ:**  
South / Right

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

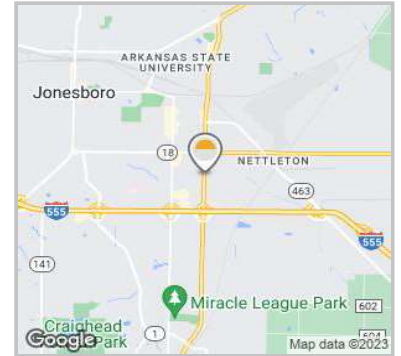
**ADVERTISING STRENGTHS:** Inbound to Jonesboro from I-55 Memphis, TN, West Memphis, Marion, Marked Tree, and Trumann

## PANEL #7945

2412 REDWOLF



LOCATION #7



**WEEKLY IMPRESSIONS:**  
264,632 per spot\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
30448887

**LAT/LONG:**  
[35.8148 / -90.66874](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
10' 6" x 36' 0" [View Spec Sheet](#)

**FACING/READ:**  
South / Right

**SLOTS/DWELL:**  
6 slots / 10 seconds

\*Impression values based on: Total Population

**ADVERTISING STRENGTHS:** Digital display facing south catching north traveling traffic toward the epicenter of business trade in Jonesboro including the Mall of Turtle Creek, restaurants and other retailers.

## PANEL #7960

2506 S CARAWAY .45 MILE NO HIGHLAND



LOCATION #8



**WEEKLY IMPRESSIONS:**

91,284 per spot\*

**MEDIA TYPE/STYLE:**

Poster - Digital

**GEOPATH ID:**

30497307

**LAT/LONG:**

[35.81499 / -90.677657](#)

**MARKET:**

JONESBORO

**PANEL SIZE:**

10' 0" x 21' 0" [View Spec Sheet](#)

**FACING/READ:**

South / Right

**SLOTS/DWELL:**

6 slots / 10 seconds

\*Impression values based on: Total Population

**ADVERTISING STRENGTHS:** Constant exposure to heavy, slow moving traffic in the heart of retail sector of Jonesboro. Positioned near Sam's Club, IHOP, Gateway Tire, Fred's, several other retailers and professional offices as well as a motel.

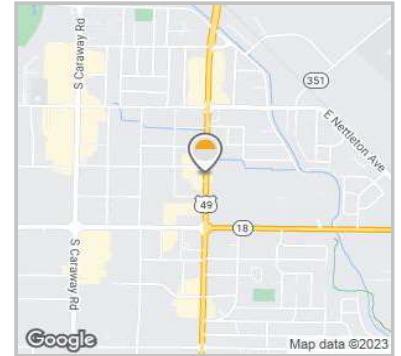


## PANEL #7961

1713 Red Wolf Blvd W/S 900' N/O Highland



LOCATION #9



**WEEKLY IMPRESSIONS:**  
238,719 per spot\*

**MEDIA TYPE/STYLE:**  
Poster - Digital

**GEOPATH ID:**  
30752036

**LAT/LONG:**  
[35.82409](#) / [-90.66891](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
12' 0" x 25' 0" [View Spec Sheet](#)

**FACING/READ:**  
South / Left

**SLOTS/DWELL:**  
6 slots / 10 seconds

\*Impression values based on: Total Population

**ADVERTISING STRENGTHS:** Centrally located in the heart of Red Wolf Blvd, across from The Mall at Turtle Creek, the regions largest mall, several nationally renown restaurants including Chik- Fil-A and Buffalo Wild Wings. This location capture all traffic moving to and from Arkansas State University inbound from Interstate 555.

## PANEL #7970

3214B SOUTHWEST .4 MI SO US63 TOP EL



LOCATION #10

**ADVERTISING STRENGTHS:** Left hand read outbound from the more exclusive retail area of Jonesbor toward many new suburban residential developments and schools.



**WEEKLY IMPRESSIONS:**

166,522\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Regular

**GEOPATH ID:**

621591

**LAT/LONG:**

[35.80365 / -90.72235](#)

**MARKET:**

JONESBORO

**PANEL SIZE:**

10' 6" x 36' 0" [View Spec Sheet](#)

**VINYL SIZE:**

11' 6" x 37' 0"

**FACING/READ:**

North / Left

**ILLUMINATED:**

YES

**SHIPPING ADDRESS:**

1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #7992

5226 HWY 67 @ ST 90 TOP EL



LOCATION #11

**ADVERTISING STRENGTHS:** Inbound to Pocahontas from Walnut Ridge.



**WEEKLY IMPRESSIONS:**

93,116\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Regular

**GEOPATH ID:**

621600

**LAT/LONG:**

[36.19858](#) / [-90.95813](#)

**MARKET:**

POCAHONTAS

**PANEL SIZE:**

10' 6" x 36' 0" [View Spec Sheet](#)

**VINYL SIZE:**

11' 6" x 37' 0"

**FACING/READ:**

South / Right

**ILLUMINATED:**

YES

**SHIPPING ADDRESS:**

1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #29211

us hwy 49n w/s, @ mm 3, jonesboro, ar (south)



LOCATION #12



**WEEKLY IMPRESSIONS:**  
173,620\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Regular

**GEOPATH ID:**  
30722593

**LAT/LONG:**  
[35.91265404 / -90.58786857](#)

**MARKET:**  
BROOKLAND

**PANEL SIZE:**  
12' 0" x 40' 0" [View Spec Sheet](#)

**VINYL SIZE:**  
13' 0" x 41' 0"

**FACING/READ:**  
North / Right

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #87941

Red Wolf Blvd. Overpass E/S 1200' N/O Nettleton



LOCATION #13



**WEEKLY IMPRESSIONS:**  
200,395 per spot (Under Review)\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
30847110

**LAT/LONG:**  
[35.833366 / -90.66775](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
10' 6" x 36' 0" [View Spec Sheet](#)

**FACING/READ:**  
North / Left

**SLOTS/DWELL:**  
6 slots / 10 seconds

\*Impression values based on: Total Population

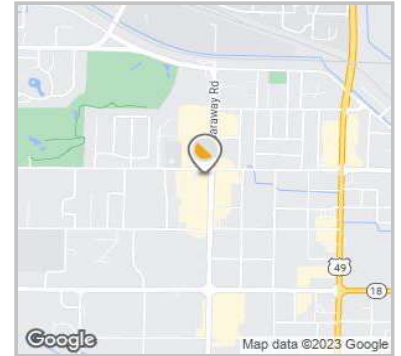
**ADVERTISING STRENGTHS:** Strategically located just south of Arkansas State University, slow moving traffic from Paragould, all other towns and communities located on US49 as well as the bootheel of Missouri, enroute to the centermost point of retail and restaurants, including The Mall at Turtle Creek, and several nationally renowned restaurants.

## PANEL #87961

N Caraway W/S @ Nettleton



LOCATION #14



**WEEKLY IMPRESSIONS:**

294,865 per spot\*

**MEDIA TYPE/STYLE:**

Poster - Digital

**GEOPATH ID:**

30752041

**LAT/LONG:**

[35.82785 / -90.67816](#)

**MARKET:**

JONESBORO

**PANEL SIZE:**

12' 0" x 25' 0" [View Spec Sheet](#)

**FACING/READ:**

North East / Right

**SLOTS/DWELL:**

6 slots / 10 seconds

\*Impression values based on: Total Population

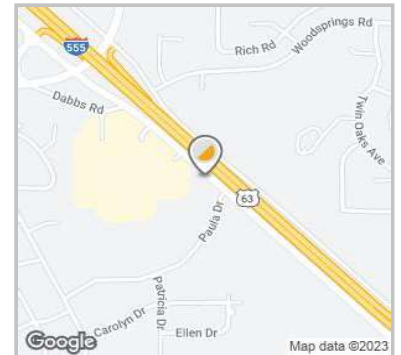
**ADVERTISING STRENGTHS:** Located at a the cross roads of Jonesboro, Caraway Road and Nettleton Blvd. Very slow moving traffic in the heart of the city. Near McDonald's, TJ Maxx and other national retailers. Can be view from three points of the intersection.

## PANEL #87965

I-555 W/S .5 MI N/O Exit 45, Southwest Drive



LOCATION #15



**WEEKLY IMPRESSIONS:**  
103,988 per spot\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
50549597

**LAT/LONG:**  
[35.81554 / -90.73094](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
10' 6" x 36' 0" [View Spec Sheet](#)

**FACING/READ:**  
North West / Right

**SLOTS/DWELL:**  
6 slots / 8 seconds

\*Impression values based on: Total Population

**ADVERTISING STRENGTHS:** With extended viewing time, this digital will provide the advertiser with a tremendous opportunity to place their advertising message in front of all demographics as it is located on a slow moving service road as well as providing the advertiser the opportunity to capture traffic moving to and from bedroom communities and towns to the north of Jonesboro. Just south of Wal Mart, and KFC/Taco Bell.

## PANEL #94053

1700 STADIUM BLVD. SW CORNER AT U HAUL Left



LOCATION #16

**ADVERTISING STRENGTHS:** Northbound read located on the main artery of Jonesboro at the Mall at Turtle Creek enroute to Liberty Bank Stadium, home of the Arkansas State University Red Wolves Mall at Turtle Creek. Also located near several premiere businesses such as: Chik-fil-A, Buffalo Wild Wings, Jimmy John's, Olive Garden, Chili's, two Major Banks, IO Metro, Target and several other major chains.



**WEEKLY IMPRESSIONS:**  
281,200\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
30752514

**LAT/LONG:**  
[35.82396 / -90.66846](#)

**MARKET:**  
JONESBORO

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
South / Right

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population



## PANEL #67352

I-540 E/S, 0.10 mi N/O Old Greenwood Rd (Luther Stem Pools), S/F



LOCATION #17



**WEEKLY IMPRESSIONS:**  
137,523 per spot\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
372085

**LAT/LONG:**  
[35.337748 / -94.387654](#)

**MARKET:**  
FORT SMITH

**PANEL SIZE:**  
10' 0" x 36' 0" [View Spec Sheet](#)

**FACING/READ:**  
South / Right

**SLOTS/DWELL:**  
8 slots / 8 seconds

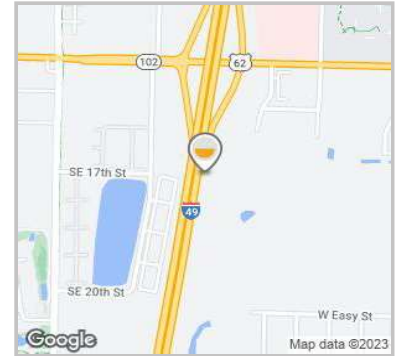
\*Impression values based on: Total Population

## PANEL #65002

I-49 E/S, 0.30 mi S/O SH 102, Bentonville, AR, N/F



LOCATION #18



**WEEKLY IMPRESSIONS:**  
133,094 *per spot\**

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
371920

**LAT/LONG:**  
[36.352892 / -94.178432](#)

**MARKET:**  
BENTONVILLE

**PANEL SIZE:**  
12' 0" x 40' 0" [View Spec Sheet](#)

**FACING/READ:**  
North / Left

**SLOTS/DWELL:**  
8 slots / 8 seconds

\*Impression values based on: Total Population

## PANEL #71931

4282 W. Sunset N/S, AT Rieff, Springdale, AR, W/F, (Lowes) (D1...



LOCATION #19



**WEEKLY IMPRESSIONS:**

187,536 per spot\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Digital

**GEOPATH ID:**

30609701

**LAT/LONG:**

[36.17553086](#) / [-94.17775948](#)

**MARKET:**

SPRINGDALE

**PANEL SIZE:**

10' 0" x 30' 0" [View Spec Sheet](#)

**FACING/READ:**

West / Left

**SLOTS/DWELL:**

8 slots / 8 seconds

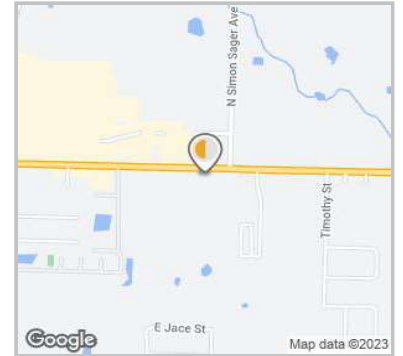
\*Impression values based on: Total Population

## PANEL #77241

3500 US Hwy 412 S/S, Siloam Springs, AR (Lowes), E/F (D72E1)



LOCATION #20



**WEEKLY IMPRESSIONS:**

99,554 per spot\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Digital

**GEOPATH ID:**

30722610

**LAT/LONG:**

[36.18059693](#) / [-94.50762736](#)

**MARKET:**

SILOAM SPRINGS

**PANEL SIZE:**

10' 0" x 30' 0" [View Spec Sheet](#)

**FACING/READ:**

East / Left

**SLOTS/DWELL:**

8 slots / 8 seconds

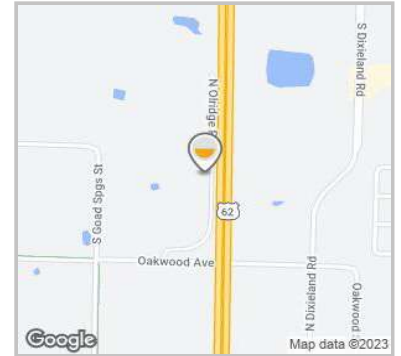
\*Impression values based on: Total Population

## PANEL #77911

I-49 W/S, AT MM 78, Lowell, AR, N/F (D79N1)



LOCATION #21



**WEEKLY IMPRESSIONS:**  
305,820 *per spot\**

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Digital

**GEOPATH ID:**  
30609572

**LAT/LONG:**  
[36.2678335 / -94.15085122](#)

**MARKET:**  
ROGERS

**PANEL SIZE:**  
14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:**  
North / Right

**SLOTS/DWELL:**  
8 slots / 8 seconds

\*Impression values based on: Total Population

## PANEL #121310

Hwy 62 S/S, 0.70 mi E/O SH 170, 245 E. Main St, Farmington, A...



LOCATION #22



**WEEKLY IMPRESSIONS:**

100,970 per spot\*

**MEDIA TYPE/STYLE:**

Permanent Bulletin - Digital

**GEOPATH ID:**

31031318

**LAT/LONG:**

[36.04522207](#) / [-94.22941474](#)

**MARKET:**

FARMINGTON

**PANEL SIZE:**

9' 0" x 32' 0" [View Spec Sheet](#)

**FACING/READ:**

West / Right

**SLOTS/DWELL:**

8 slots / 8 seconds

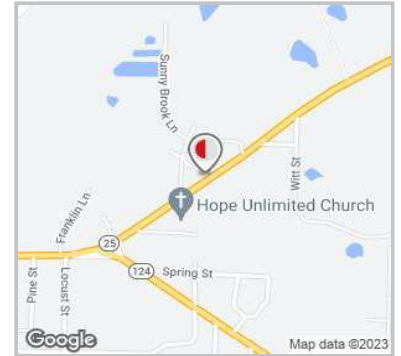
\*Impression values based on: Total Population

## PANEL #85171

HWY 25 S/S .6 MI E/O SH 356 @ QUITMAN



LOCATION #23



**WEEKLY IMPRESSIONS:**  
68,579\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
30554916

**LAT/LONG:**  
[35.386366 / -92.207428](#)

**MARKET:**  
HEBER SPRINGS

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
East / Right

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

\*Impression values based on: Total Population

## PANEL #85353

HWY 65 N W/S 3/4 MI N/O HW 330 NFT



LOCATION #24



**WEEKLY IMPRESSIONS:**  
99,794\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
620269

**LAT/LONG:**  
[35.53633 / -92.4439](#)

**MARKET:**  
CLINTON

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
North / Right

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

\*Impression values based on: Total Population



## PANEL #87121

US 64 EAST N/S 1.5 MI E/O SH 9 P1(W)



LOCATION #25



**WEEKLY IMPRESSIONS:**  
37,040\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
365062

**LAT/LONG:**  
[35.153495 / -92.702178](#)

**MARKET:**  
MORRILTON

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
West / Left

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

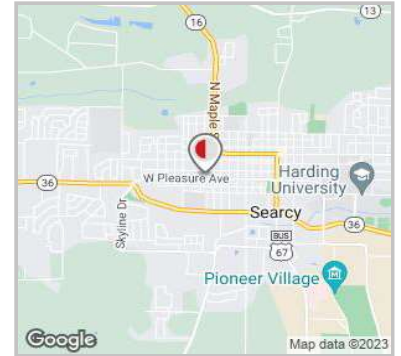
\*Impression values based on: Total Population

## PANEL #88081

PLEASURE S/S 0.5MI W/O MAIN P1(E)[L]



LOCATION #26



**WEEKLY IMPRESSIONS:**  
31,305 (Under Review) \*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
365081

**LAT/LONG:**  
[35.247676 / -91.746261](#)

**MARKET:**  
SEARCY

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
East / Left

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
12001 I-30  
Little Rock, AR 72209

\*Impression values based on: Total Population

## PANEL #6621

HWY 70 (BROADWAY) 500' W/O HWY 1 SL F/W



LOCATION #27

**ADVERTISING STRENGTHS:** Located at the railroad tracks on Broadway coming into Forrest City's down town trade area, Excellent viewing time as drivers will slow for railroad and intersection.



**WEEKLY IMPRESSIONS:**

16,642\*

**MEDIA TYPE/STYLE:**

Poster - Retro

**GEOPATH ID:**

463695

**LAT/LONG:**

[35.00846 / -90.78741](#)

**MARKET:**

FORREST CITY

**PANEL SIZE:**

10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**

10' 7" x 22' 10"

**FACING/READ:**

West / Right

**ILLUMINATED:**

NO

**SHIPPING ADDRESS:**

1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #9911

HWY 70 2.5 MI W/O HWY 1 NL W



LOCATION #28

**ADVERTISING STRENGTHS:** Positioned as inbound traffic slows entering Forrest City. Near the Hwy 1 bypass.



**WEEKLY IMPRESSIONS:**  
19,692\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
463902

**LAT/LONG:**  
[34.99341 / -90.82021](#)

**MARKET:**  
FORREST CITY

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
West / Left

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #12111

HWY 1 .8 MI S/O HWY 42 W



LOCATION #29

**ADVERTISING STRENGTHS:** Farming Community. Great for seed companies and chemical companies.



**WEEKLY IMPRESSIONS:**  
36,436\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
463344

**LAT/LONG:**  
[35.39511 / -90.76921](#)

**MARKET:**  
CHERRY VALLEY

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
North / Right

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #361

ST 151 1200' S/O CR 151 LEFT F/N



LOCATION #30

**ADVERTISING STRENGTHS:** Outbound from Gosnell to Blytheville, Extended viewing time due to long, straight highway. Excellent for agri advertisers.



**WEEKLY IMPRESSIONS:**  
39,701\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
463476

**LAT/LONG:**  
[35.94377 / -89.94903](#)

**MARKET:**  
BLYTHEVILLE

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
North West / Left

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

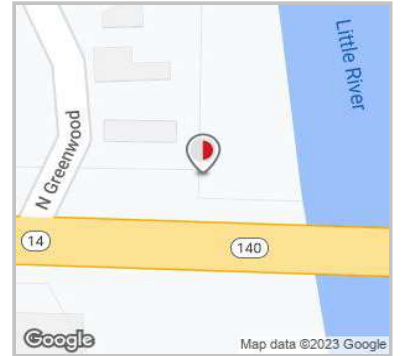
\*Impression values based on: Total Population

## PANEL #21461

HWY 140 100' E/O ST 135 NL F/W



LOCATION #31



**WEEKLY IMPRESSIONS:**  
31,323\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
463414

**LAT/LONG:**  
[35.61352 / -90.33017](#)

**MARKET:**  
LEPANTO

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
West / Left

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

**ADVERTISING STRENGTHS:** Positioned for optimum viewing near the main business district of Lepanto.

## PANEL #21564

HWY 63 B 25' E/O 1ST ST NL W TOP F/W



LOCATION #32

**ADVERTISING STRENGTHS:** Constant exposure to traffic moving toward US 63 of Marked Tree. Near McDonalds, an auto dealership, as well as a bank and implement company.



**WEEKLY IMPRESSIONS:**  
35,423\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
463430

**LAT/LONG:**  
[35.53143 / -90.42672](#)

**MARKET:**  
MARKED TREE

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
West / Right

**ILLUMINATED:**  
NO

**SHIPPING ADDRESS:**  
1339 East Parker Road.  
Jonesboro, AR 72404

\*Impression values based on: Total Population

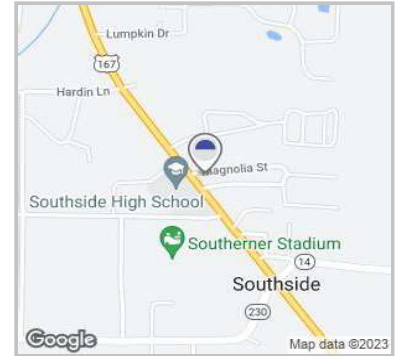


## PANEL #29022

us hwy 167 e/s @ mm 12, 1959 batesville, ar s/f



LOCATION #33



**WEEKLY IMPRESSIONS:**  
99,659\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Regular

**GEOPATH ID:**  
30969894

**LAT/LONG:**  
[35.70078083 / -91.62507611](#)

**MARKET:**  
BATESVILLE

**PANEL SIZE:**  
12' 0" x 40' 0" [View Spec Sheet](#)

**VINYL SIZE:**  
13' 0" x 41' 0"

**FACING/READ:**  
South / Left

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road,  
Jonesboro, AR 72404

\*Impression values based on: Total Population

## PANEL #60121

Hwy 14 S/S 250' E/O Hwy 49



LOCATION #34

**ADVERTISING STRENGTHS:** Positioned at the intersection of Hwy 49 and Hwy 14. Slow speed zone with stopped traffic. Near a specialty restaurant and only available convenience store for many miles.



**WEEKLY IMPRESSIONS:**  
33,370\*

**MEDIA TYPE/STYLE:**  
Poster - Retro

**GEOPATH ID:**  
30718746

**LAT/LONG:**  
[35.56541 / -90.92947](#)

**MARKET:**  
WALDENBURG

**PANEL SIZE:**  
10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:**  
10' 7" x 22' 10"

**FACING/READ:**  
East / Left

**ILLUMINATED:**  
YES

**SHIPPING ADDRESS:**  
1339 East Parker Road.  
Jonesboro, AR 72404

\*Impression values based on: Total Population



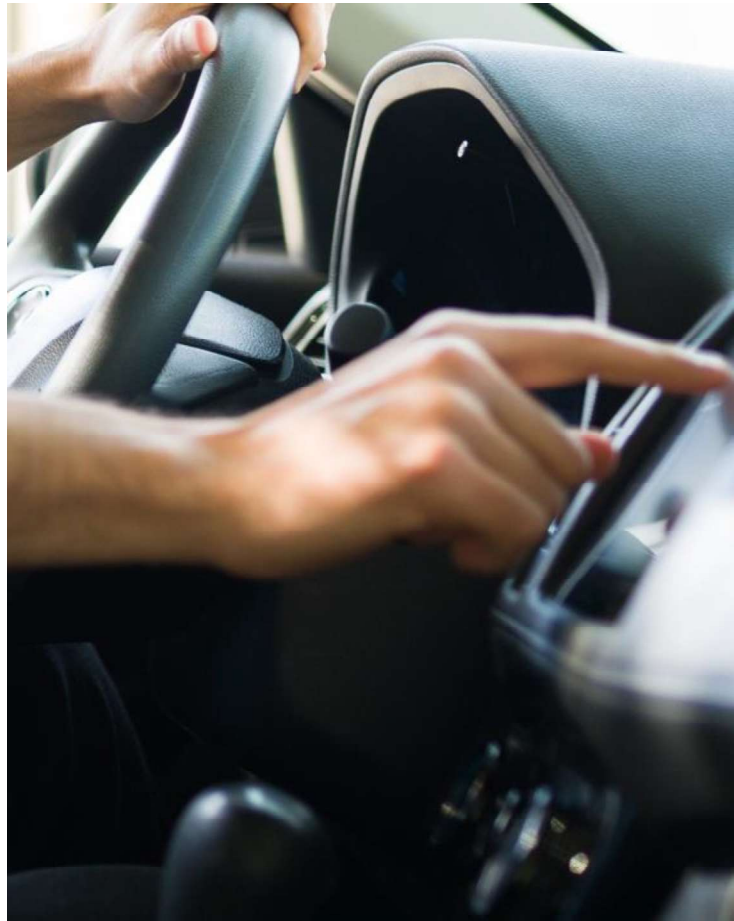
# AR Drug Take Back 2023 Campaign Performance Recap

Keli Williams | [KeliWilliams@iheartmedia.com](mailto:KeliWilliams@iheartmedia.com)

**AMERICA'S #1 AUDIO COMPANY**

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO • PODCASTS • DIGITAL • SOCIAL • INFLUENCERS • DATA • EVENTS



## What We Accomplished



ON-AIR

**712K**

IMPRESSIONS

Fayetteville



ON-AIR

**432K**

IMPRESSIONS

Fort Smith



STREAMING

**523K**

IMPRESSIONS



ON-AIR

**1.5M**

IMPRESSIONS

Little Rock



TTWN

**891K**

IMPRESSIONS

Fayetteville, Fort Smith & Little Rock



# Broadcast Fayetteville

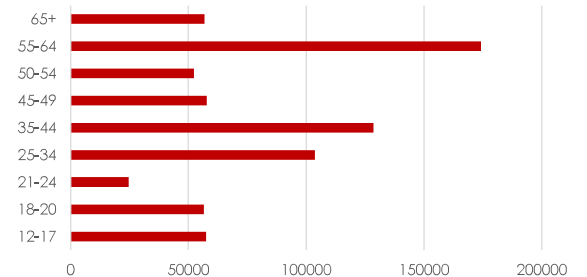
Dates: 3/6/2023 – 10/28/2023



Nielsen Impressions by Date



Impressions by Age



Commercials Ordered: 210  
 Commercials Delivered: 210  
 Impressions Delivered: 712,378 Adults 18+

Impressions by Gender



# Broadcast Fort Smith

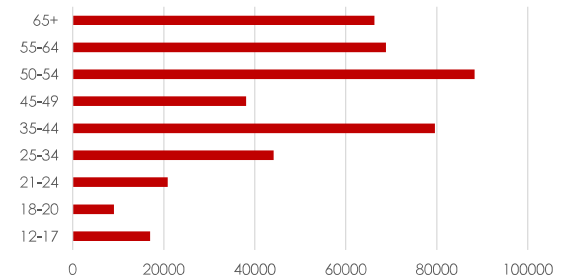
Dates: 3/6/2023 – 10/28/2023



Nielsen Impressions by Date

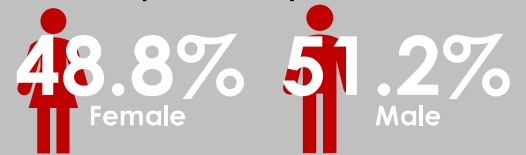


Impressions by Age



Commercials Ordered: 196  
 Commercials Delivered: 196  
 Impressions Delivered: 432,532 Adults 18+

Impressions by Gender

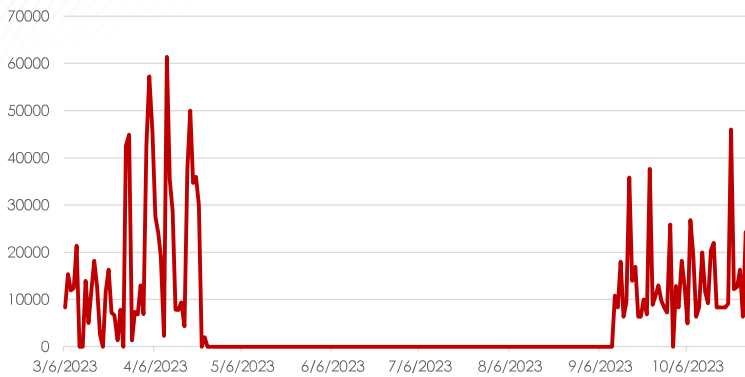


# Broadcast Little Rock

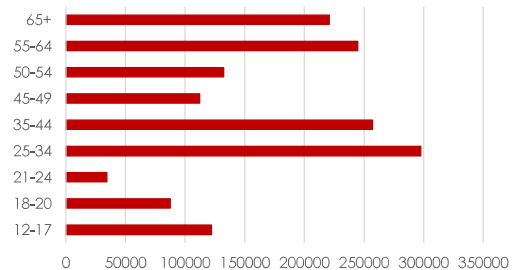
Dates: 3/6/2023 – 10/28/2023



Nielsen Impressions by Date



Impressions by Age



Commercials Ordered: 458  
 Commercials Delivered: 497  
 Impressions Delivered: 1,509,003 Adults 18+

Impressions by Gender

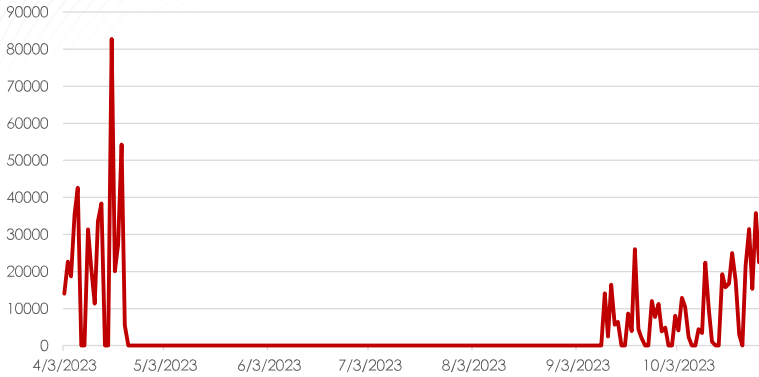


# TTWN

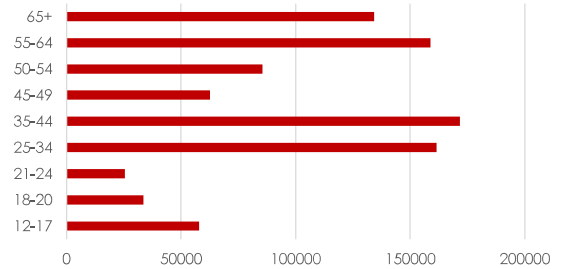
## Fayetteville, Fort Smith & Little Rock Dates: 4/3/23 – 10/27/23



Nielsen Impressions by Date



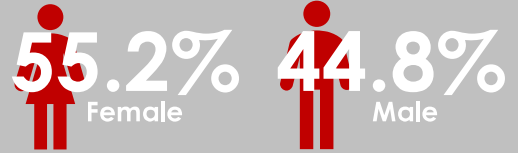
Impressions by Age



iHM Commercials Delivered: 415

Impressions Delivered: 891,483 Adults 18+

Impressions by Gender





# Streaming

Flight Dates: 3/6/23 – 4/22/23

## **MEDIA DELIVERY:**

**523,843** Total Impressions Delivered (100.2% of goal)

## **DISTRIBUTION PLATFORM:**

Live, Custom & Artist Stations on iHeartRadio Desktop & Mobile App

## **TARGETING CRITERIA:**

Arkansas (Statewide)



# THANK YOU!

**Keli Williams**

[KeliWilliams@iheartmedia.com](mailto:KeliWilliams@iheartmedia.com)

