

Example of Billboard



If you want to drink, that's your business.

***If you want to stop,
we can help.***

Call Alcoholics Anonymous 218.727.8117

www.area35.org

Funded by District 12

LAMAR

Example of Billboard



A billboard for Alcoholics Anonymous (AA) is shown against a blue sky with clouds. The billboard features a silhouette of a person drinking from a bottle on the left. The text on the billboard reads: "Is Alcohol a Problem?", "Call Alcoholics Anonymous", "WE CAN HELP", and "Find us in the White Pages". On the right, there is an icon of a telephone handset with sound waves. Below the main text, the website "WWW.AREA15AA.ORG" and the phone number "OR CALL 411" are displayed. The billboard is mounted on a metal structure, and a CBS logo is visible on the side of the structure. The number "49060B" is also visible on the right side of the structure. Palm trees are visible in the foreground.

Is Alcohol a Problem?
Call Alcoholics Anonymous
WE CAN HELP
Find us in the White Pages

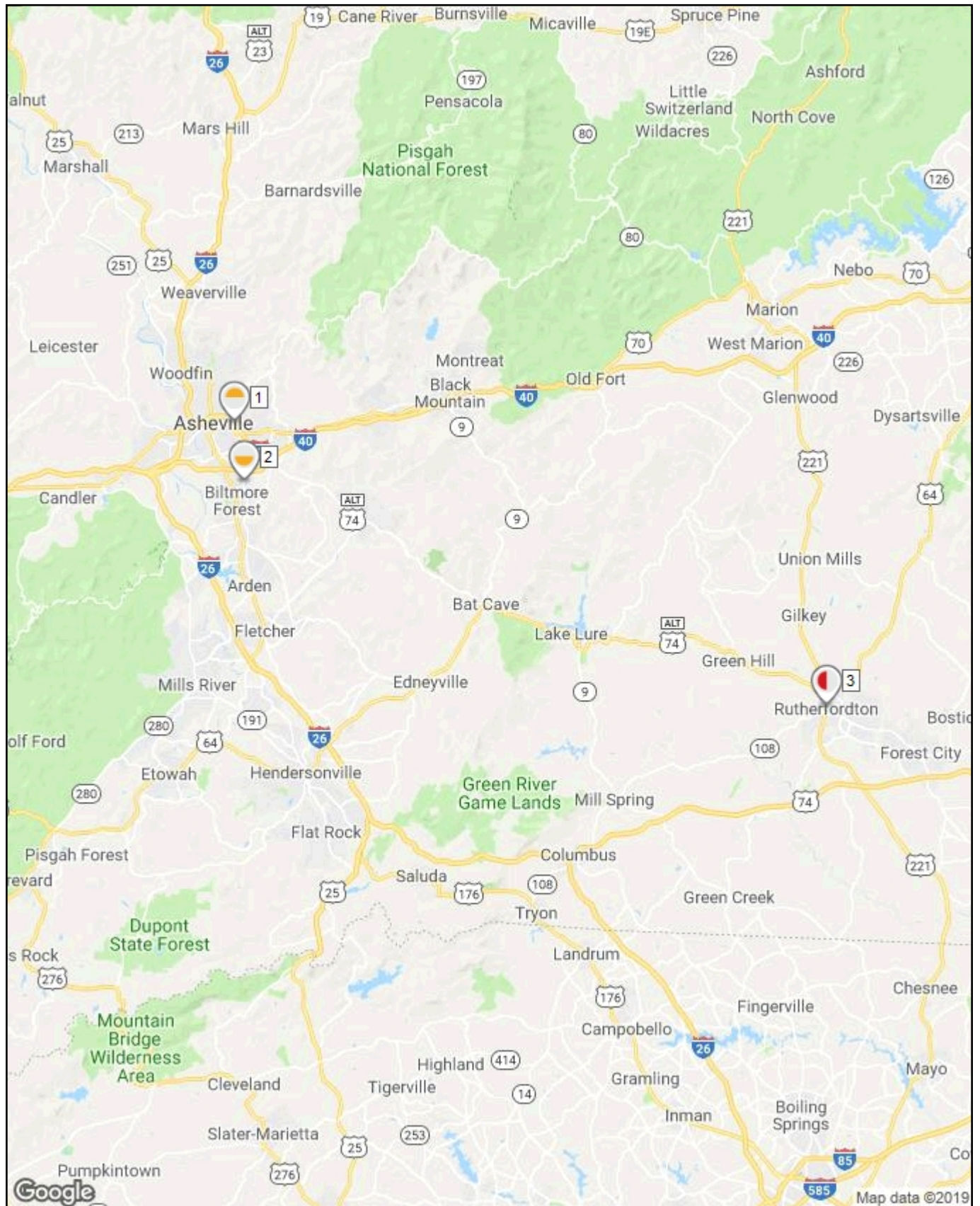
WWW.AREA15AA.ORG **OR CALL 411**

©CBS 49060B



Alcoholics Anonymous NC

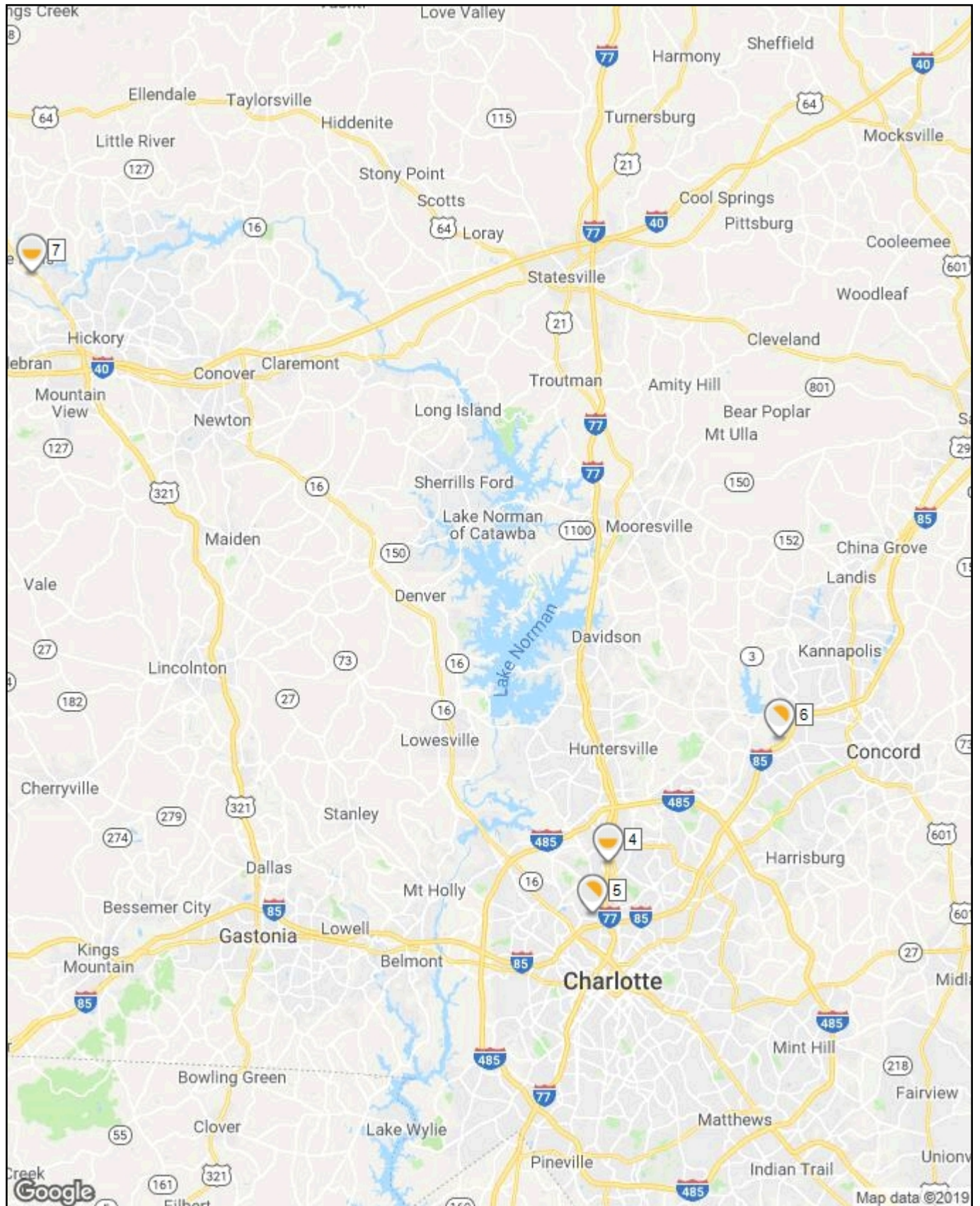
Asheville





Alcoholics Anonymous NC

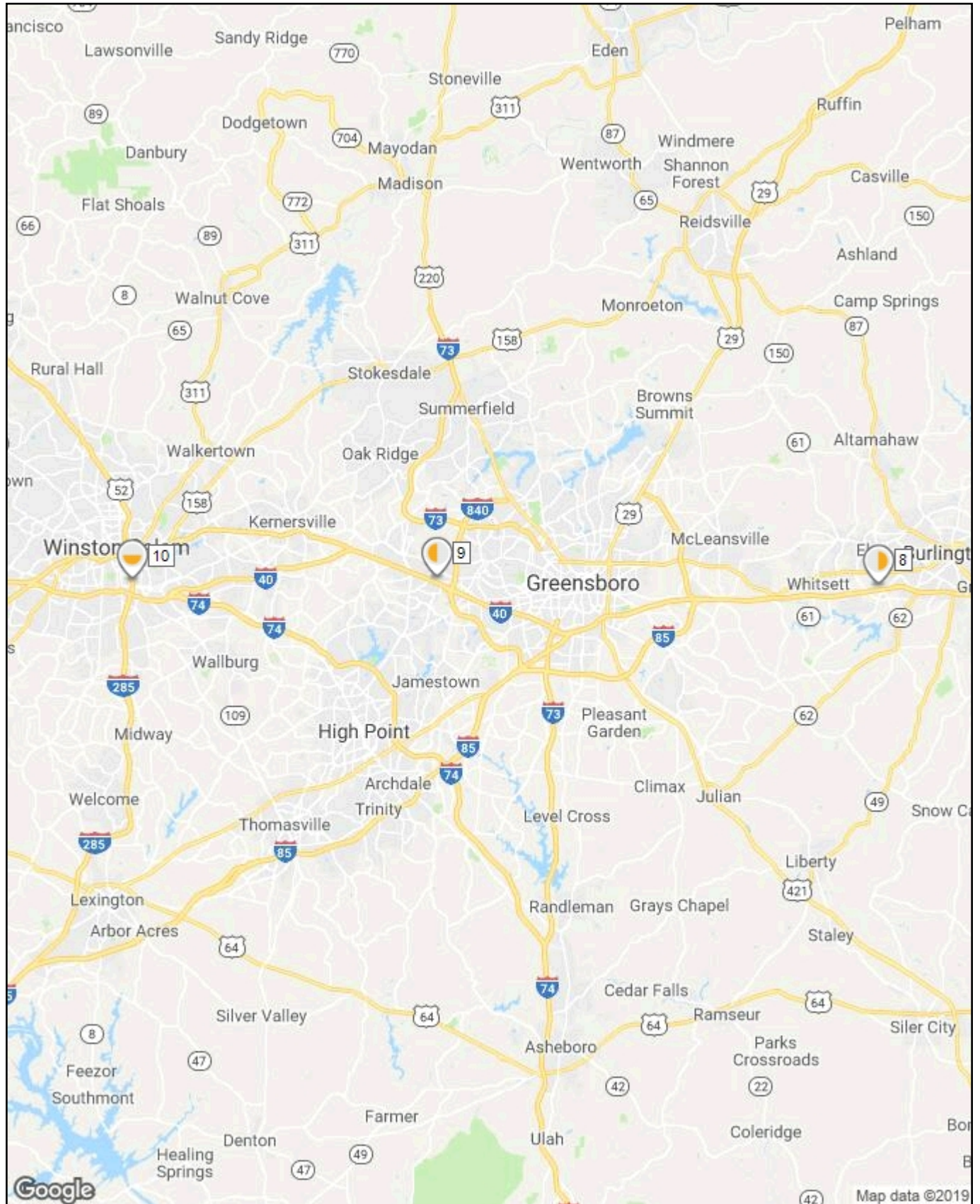
Charlotte





Alcoholics Anonymous NC

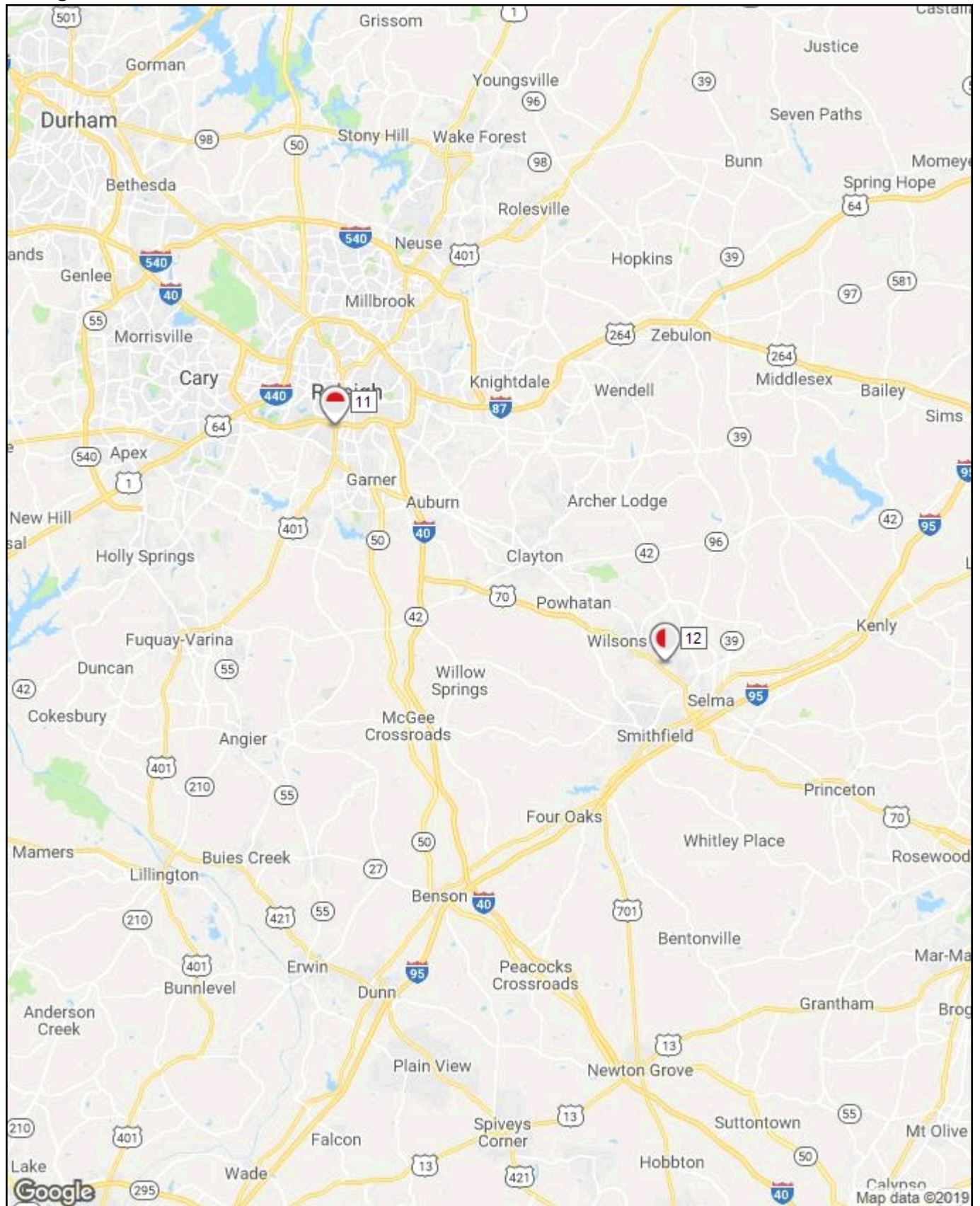
Greensboro





Alcoholics Anonymous NC

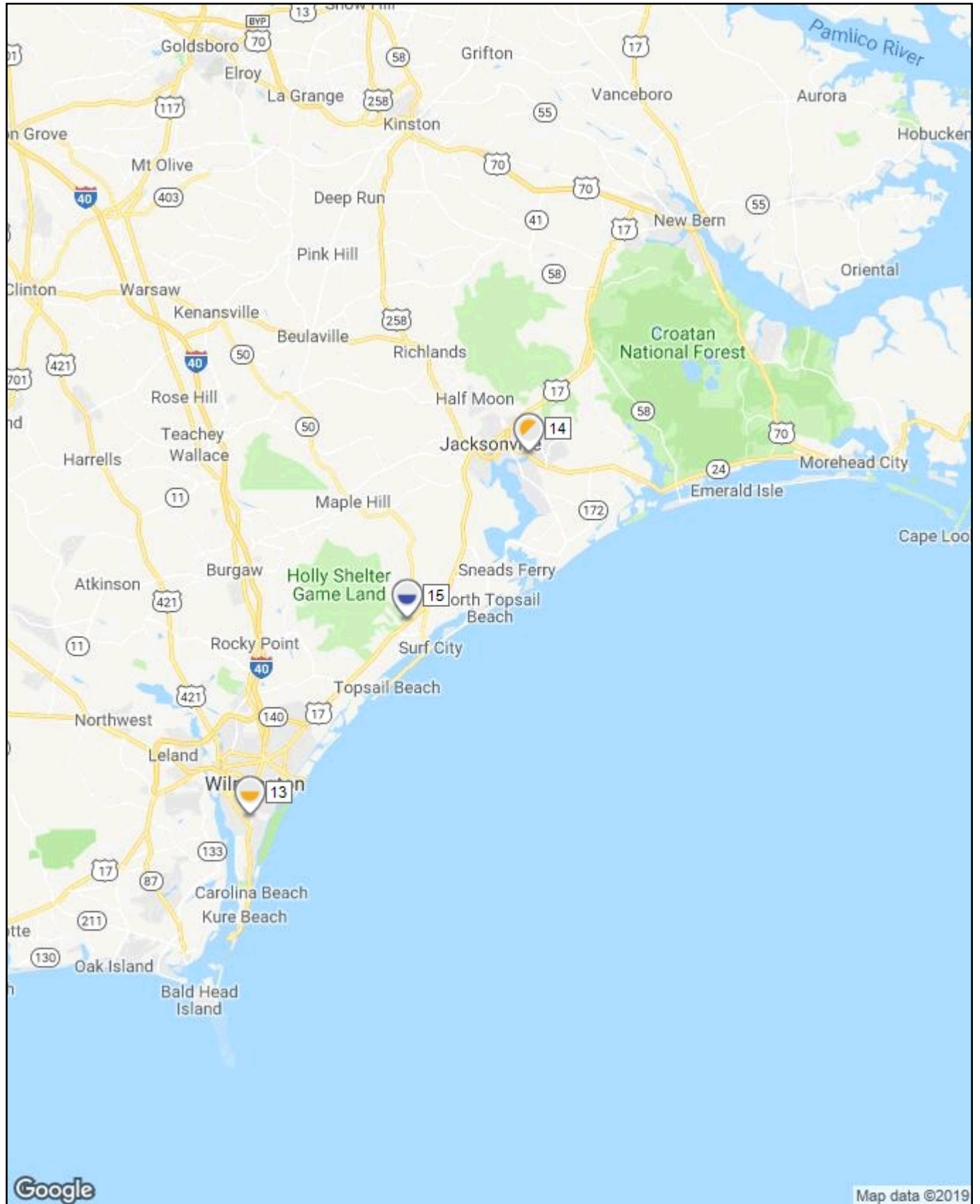
Raleigh





Alcoholics Anonymous NC

Eastern NC





Alcoholics Anonymous NC

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	5125	30743692	Poster / Digital	South	12' 0" x 25' 0"	29586 <i>per spot</i>	YES
Location: TUNNEL RD 0.1 mi E/O CHUNS COVE RD NS Current Advertiser: 136 - Asheville, NC								
	2	33000	30492137	Permanent Bulletin / Digital	North	10' 0" x 30' 0"	40501 <i>per spot</i>	YES
Location: W/S US 25-A .7MI S/O I-40 OVERPASS Current Advertiser: DESIGNER MAID, INC								
	3	802	152975	Poster / Retro	East	10' 6" x 22' 9"	32845	NO
Location: US 74 BUS. AT NEW FUNB OFFICES Current Advertiser: DOMINO'S PIZZA								
	4	50209	30471933	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	91914 <i>per spot</i>	YES
Location: I-77 E/S .1 MI N/O EXIT 16 F/N Current Advertiser: PEPSI BEVERAGES								
	5	50145	14922076	Permanent Bulletin / Digital	South	10' 6" x 36' 0"	132077 <i>per spot</i>	YES
Location: I-85 W/S .2 MI S/O EXIT 37 F/S Current Advertiser: PEPSI BEVERAGES								
	6	40001	30884710	Permanent Bulletin / Digital	South	10' 6" x 36' 0"	144331 <i>per spot</i>	YES
Location: I-85 .2 MI S/O EXIT 54 Current Advertiser: EASTWOOD HOMES								
	7	114	30470894	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	67761 <i>per spot</i>	YES
Location: HWY 321 at Glenn Ridge Rd. RR/FN Current Advertiser: LDD SELF PROMO								
	8	7015	30740927	Permanent Bulletin / Digital	West	14' 0" x 48' 0"	226206 <i>per spot</i>	YES
Location: I-40/85 .4 mi. W/O HUFFMAN MILL RD (EX 141) NS Current Advertiser: ESPN								
	9	7105	14921722	Permanent Bulletin / Digital	East	10' 6" x 36' 0"	150949 <i>per spot</i>	YES
Location: I-40 .3 MI E/O GALLIMORE DAIRY RD RR/FE Current Advertiser: WXII								
	10	1110	14921727	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	119581 <i>per spot</i>	YES
Location: HWY 52N. W/S .2MI. N/O I-40 RR/FN Current Advertiser: GREENSBORO SCIENCE CENTER								



Alcoholics Anonymous NC

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	11	181	549251	Poster / Retro	South	10' 6" x 22' 9"	147666	YES
Location: 2400A S. SAUNDERS ST(US 401/NC 50) 0.1 mi S/O I-440/40 WS Current Advertiser: LOWES FOODS								
	12	23108	549726	Poster / Retro	East	10' 6" x 22' 9"	88744	YES
Location: US 70 WEST 3.8 mi W/O I-95 NS Current Advertiser: POE CENTER FOR HEALTH EDUCATION								
	13	8003	30830033	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	48774 <i>per spot</i>	YES
Location: US-421 5310 CAROLINA BEACH RD. Current Advertiser: WILLIE STARGELL GOLF TOURNAMENT								
	14	9767	30821793	Permanent Bulletin / Digital	South East	9' 0" x 32' 0"	69488 <i>per spot</i>	YES
Location: 2457 Lejeune Blvd. Jacksonville NC Current Advertiser: AMERI-HEALTH								
	15	23362	7410744	Permanent Bulletin / Regular	North	10' 6" x 36' 0"	28194	NO
Location: US 17 0.2 mi N/O MAN HOLLOW CHURCH RD. ES								
Total Weekly Impressions: 1418617								



Location # 1



Market:	BUNCOMBE COUNTY
Panel:	5125
TAB Unique ID:	30743692
Location:	TUNNEL RD 0.1 mi E/O CHUNS COVE RD NS
Lat/Long:	35.5938/-82.5311
Media/Style:	Poster/Digital
*Weekly Impressions:	29586 <i>per spot</i>
Panel Size:	12' 0" x 25' 0" Request Spec Sheet
Facing/Read:	South/Right
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Asheville, NC

800-438-5444

Physical Address: 11 Glenn Willow Dr., Arden, NC 28704
Mailing Address: P.O. Box 732, Arden, NC 28704



Location # 2



Advertising Strengths: Positioned at stop light in a slow speed zone, This location targets drivers from Biltmore Village and I-40 jct inbound to South Asheville.

Market: ASHEVILLE METRO
Panel: 33000

TAB Unique ID: 30492137
Location: W/S US 25-A .7MI S/O I-40 OVERPASS
Lat/Long: 35.5461/-82.5222
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** 40501 *per spot*
Panel Size: 10' 0" x 30' 0" [Spec Sheet](#)
Facing/Read: North/Right
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs





Location # 3



Advertising Strengths: Unit in downtown Rutherfordton near retail and banking centers.

Market: RUTHERFORD COUNTY
Panel: 802

TAB Unique ID: 152975
Location: US 74 BUS. AT NEW FUNB OFFICES
Lat/Long: 35.3657/-81.9567
Media/Style: Poster/Retro
***Weekly Impressions:** 32845
Panel Size: 10' 6" x 22' 9" [Spec Sheet](#)
Vinyl Size: 10' 6.5" x 22' 9.5"
Facing/Read: East/Right
Illuminated: NO
Current Advertiser: DOMINO'S PIZZA

*Impression values based on: 18+ yrs





Location # 4



Advertising Strengths: Great LHR on I-77 just prior to Uptown Charlotte exits and I-85 junction. This panel targets commuter traffic to the City.

Market:	MECKLENBURG
Panel:	50209
TAB Unique ID:	30471933
Location:	I-77 E/S .1 MI N/O EXIT 16 F/N
Lat/Long:	35.3107/-80.8468
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	91914 <i>per spot</i>
Panel Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	North/Left
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Lenoir, NC | 866-677-1952

Physical Address: 4603 Hickory Blvd, Granite Falls, NC 28630
Mailing Address: 4603 Hickory Blvd, Granite Falls, NC 28630



Location # 5



Advertising Strengths: Great LHR on I-85 just prior to Uptown Charlotte exits and I-77 junction

Market:	MECKLENBURG
Panel:	50145
TAB Unique ID:	14922076
Location:	I-85 W/S .2 MI S/O EXIT 37 F/S
Lat/Long:	35.2703/-80.8618
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	132077 <i>per spot</i>
Panel Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	South West/Left
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Lenoir, NC | 866-677-1952

Physical Address: 4603 Hickory Blvd, Granite Falls, NC 28630
Mailing Address: 4603 Hickory Blvd, Granite Falls, NC 28630



Location # 6



Advertising Strengths: Great RHR digital on I-85 in Concord. This digital is located just prior to Afton Ridge Shopping Center and Hwy 73 (Davidson College) exits. Also targets Charlotte Motor Speedway & Concord Mills Mall traffic.

Market:	CABARRUS
Panel:	40001
TAB Unique ID:	30884710
Location:	I-85 .2 MI S/O EXIT 54
Lat/Long:	35.4117/-80.6804
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	144331 <i>per spot</i>
Panel Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	South West/Right
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Lenoir, NC | 866-677-1952

Physical Address: 4603 Hickory Blvd, Granite Falls, NC 28630
 Mailing Address: 4603 Hickory Blvd, Granite Falls, NC 28630



Location # 7



Advertising Strengths: This is a great digital bulletin about two miles North of Lake Hickory. It is great for targeting the high-priced real estate areas adjoining the lake, as well as the Walmart Super Center.

Market: CALDWELL
Panel: 114

TAB Unique ID: 30470894
Location: HWY 321 at Glenn Ridge Rd. RR/FN
Lat/Long: 35.7842/-81.4047
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** 67761 *per spot*
Panel Size: 10' 6" x 36' 0" [Spec Sheet](#)
Facing/Read: North/Right
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs



Location # 8



Advertising Strengths: Located between numerous exits in Burlington that are heavily saturated with hotels, retail, restaurants, and service venues. The most heavily travelled interstate in NC. Unit captures commuters to Raleigh, as well as transient traffic on the main interstate through NC.

Market:	ALAMANCE
Panel:	7015
TAB Unique ID:	30740927
Location:	I-40/85 .4 mi. W/O HUFFMAN MILL RD (EX 141) NS
Lat/Long:	36.0676/-79.5057
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	226206 <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	West/Left
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Location # 9



Advertising Strengths: Great unit Targets Winston-Salem, High Point, Kernersville and Piedmont International Airport traffic	
Market:	GUILFORD
Panel:	7105
TAB Unique ID:	14921722
Location:	I-40 .3 MI E/O GALLIMORE DAIRY RD RR/FE
Lat/Long:	36.0727/-79.9333
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	150949 <i>per spot</i>
Panel Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	East/Right
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Location # 10



Advertising Strengths: This is the most popular digital unit in Winston-Salem. A fantastic read on busy hwy 52 targeting traffic traveling from the heart of the retail and automotive shopping areas to downtown Winston Salem. A landmark unit in the city. Traffic backs up in front of this unit during rush hour.

Market:	FORSYTH
Panel:	1110
TAB Unique ID:	14921727
Location:	HWY 52N. W/S .2MI. N/O I-40 RR/FN
Lat/Long:	36.0709/-80.2286
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	119581 <i>per spot</i>
Panel Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	North/Right
# of slots:	8
Dwell Time:	8
Est. spots per day:	1249

*Impression values based on: 18+ yrs



Greensboro, NC

336-292-4242

Physical Address: 105-A East JJ Dr., Greensboro, NC 27406
Mailing Address: 105-A East JJ Dr, Greensboro, NC 27406



Location # 11



Market:	WAKE
Panel:	181
TAB Unique ID:	549251
Location:	2400A S. SAUNDERS ST(US 401/NC 50) 0.1 mi S/O I-440/40 WS
Lat/Long:	35.7506/-78.6492
Media/Style:	Poster/Retro
*Weekly Impressions:	147666
Panel Size:	10' 6" x 22' 9" Request Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	South/Left
Illuminated:	YES
Current Advertiser:	LOWES FOODS

*Impression values based on: 18+ yrs



Raleigh, NC

919-755-1900

Physical Address: 5200 Atlantic Ave., Raleigh, NC 27616
Mailing Address: 5200 Atlantic Ave, Raleigh, NC 27616



Location # 12



Market:	JOHNSTON
Panel:	23108
TAB Unique ID:	549726
Location:	US 70 WEST 3.8 mi W/O I-95 NS
Lat/Long:	35.5605/-78.3298
Media/Style:	Poster/Retro
*Weekly Impressions:	88744
Panel Size:	10' 6" x 22' 9" Request Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	East/Right
Illuminated:	YES
Current Advertiser:	POE CENTER FOR HEALTH EDUCATION

*Impression values based on: 18+ yrs





Location # 13



Advertising Strengths: Hwy 421 Carolina Beach Rd. Great traffic flow captures Historic

Market: NEW HANOVER
Panel: 8003

TAB Unique ID: 30830033
Location: US-421 5310 CAROLINA BEACH RD.
Lat/Long: 34.1417/-77.8956
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** 48774 *per spot*
Panel Size: 10' 6" x 36' 0" [Spec Sheet](#)
Facing/Read: North/Right
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs



Elizabethtown, NC

910-862-2018

Physical Address: 2605 West Broad St., Elizabethtown, NC 28337
Mailing Address: P.O. Box 1837, Elizabethtown, NC 28337



Location # 14



Advertising Strengths: City of Jacksonville NC

Market: ONSLOW
Panel: 9767

TAB Unique ID: 30821793
Location: 2457 Lejeune Blvd. Jacksonville NC
Lat/Long: 34.7355/-77.3542
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** 69488 *per spot*
Panel Size: 9' 0" x 32' 0" [Spec Sheet](#)
Facing/Read: South East/Right
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs



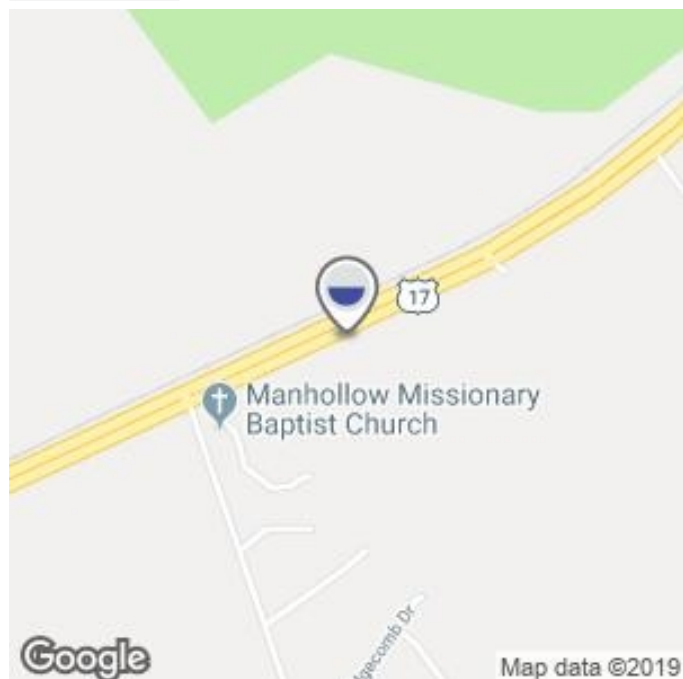
Elizabethtown, NC

910-862-2018

Physical Address: 2605 West Broad St., Elizabethtown, NC 28337
 Mailing Address: P.O. Box 1837, Elizabethtown, NC 28337



Location # 15



Market:	PENDER
Panel:	23362
TAB Unique ID:	7410744
Location:	US 17 0.2 mi N/O MAN HOLLOW CHURCH RD. ES
Lat/Long:	34.4637/-77.5917
Media/Style:	Permanent Bulletin/Regular
*Weekly Impressions:	28194
Panel Size:	10' 6" x 36' 0" Spec Sheet
Vinyl Size:	11' 6" x 37' 0"
Facing/Read:	North/Left
Illuminated:	NO

*Impression values based on: 18+ yrs



Elizabethtown, NC

910-862-2018

Physical Address: 2605 West Broad St., Elizabethtown, NC 28337
Mailing Address: P.O. Box 1837, Elizabethtown, NC 28337