



2011 DIGITAL OUTDOOR



As a growing metropolitan area with a diverse population, Milwaukee is ranked the 35th largest Designated Market Area in the country. Milwaukee has long been known as a primary cultural entertainment center in the Midwest and in recent years, has become well recognized for embracing new technology, architecture and industry.

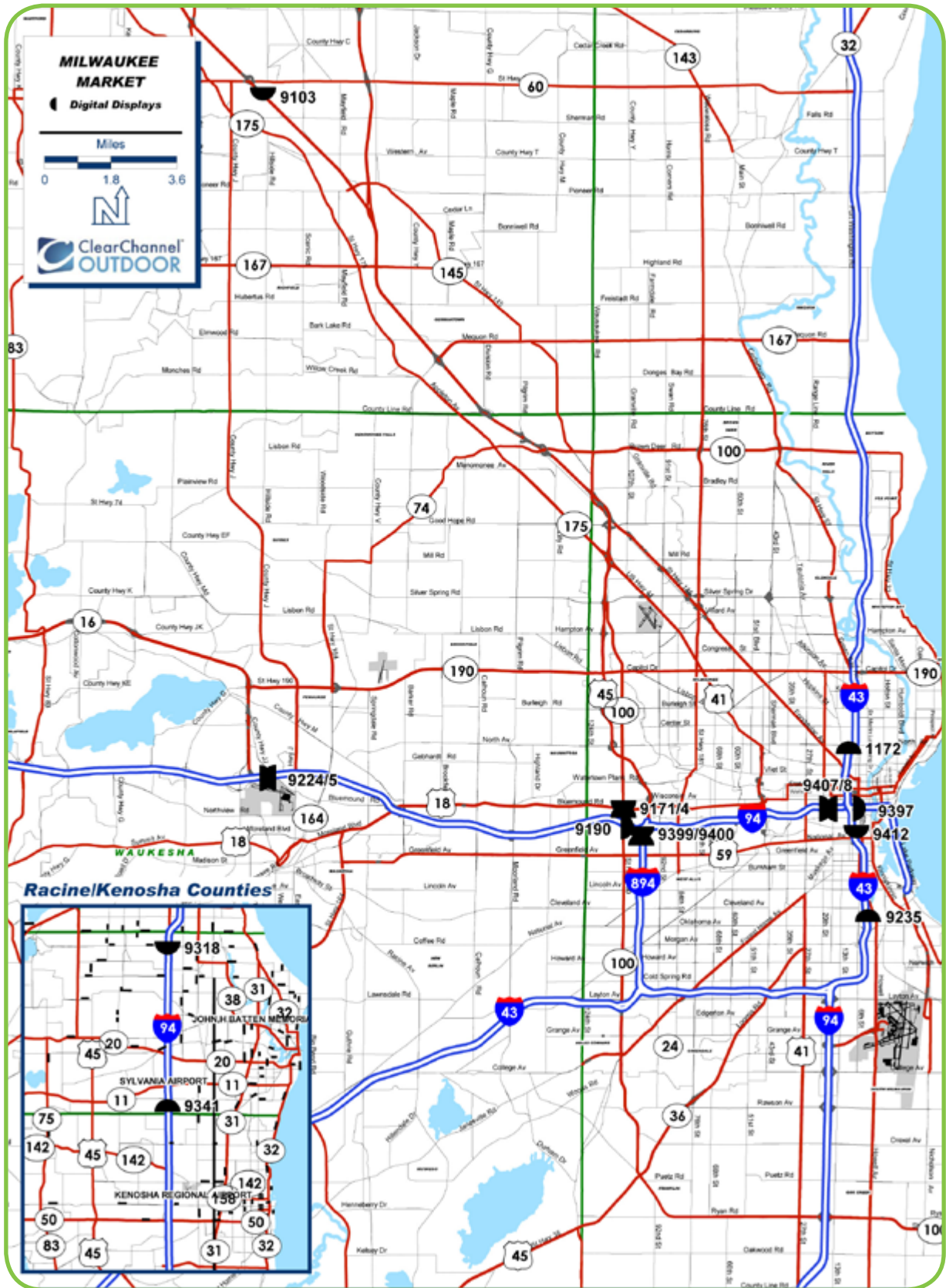
The flexibility offered by these Digital Outdoor Billboards provides advertisers with the opportunity to truly connect with the consumers of Milwaukee. The Digital locations that Clear Channel Outdoor has selected are positioned on the city's heavily traveled expressways, enabling clients to saturate the market with their advertising messages. Each unit can be used to reach a metro-wide audience or specific consumers through geo-targeted advertising.

DIGITAL LOCATION LIST

LOCATION	DESCRIPTION	FACING	Weekly EOI
1172	I-43 200 ft. S/O North Ave. WS	South	84,585
9103	Hwy 41 0.5 mi. S/O Hwy 60 ES	North	86,153
9171	Hwy 100 200ft S/O Bluemound Rd ES	North	165,892
9174	Hwy 100 200ft S/O Bluemound Rd ES	South	114,969
9190	I-94 0.3 mi E/O Hwy 100 SS	West	439,595
9224	I 94 1000 ft E/O Hwy 16 SS	East	244,144
9225	I 94 1000 ft E/O Hwy 16 SS	West	329,310
9235	I-94 1000 ft N/O Oklahoma Ave. ES	South	367,947
9318	I-94 0.6 mi S/O 7 Mile Rd WS	North	190,091
9341	I-94 0.5 mi. N/O Hwy KR WS	South	143,484
9397	I-794 250 ft. E/O 6th St. SS	West	350,249
9399	I-894 200 ft S/O I-94 WS	North	391,486
9400	I-894 200 ft S/O I-94 WS	South	281,800
9407	I-94 200 ft. E/O 20th St. SS	West	451,180
9408	I-94 200 ft E/O 20th St. SS	East	345,700
9412	I-94 0.3 mi N/O National Ave ES	North	208,600



DIGITAL MAP

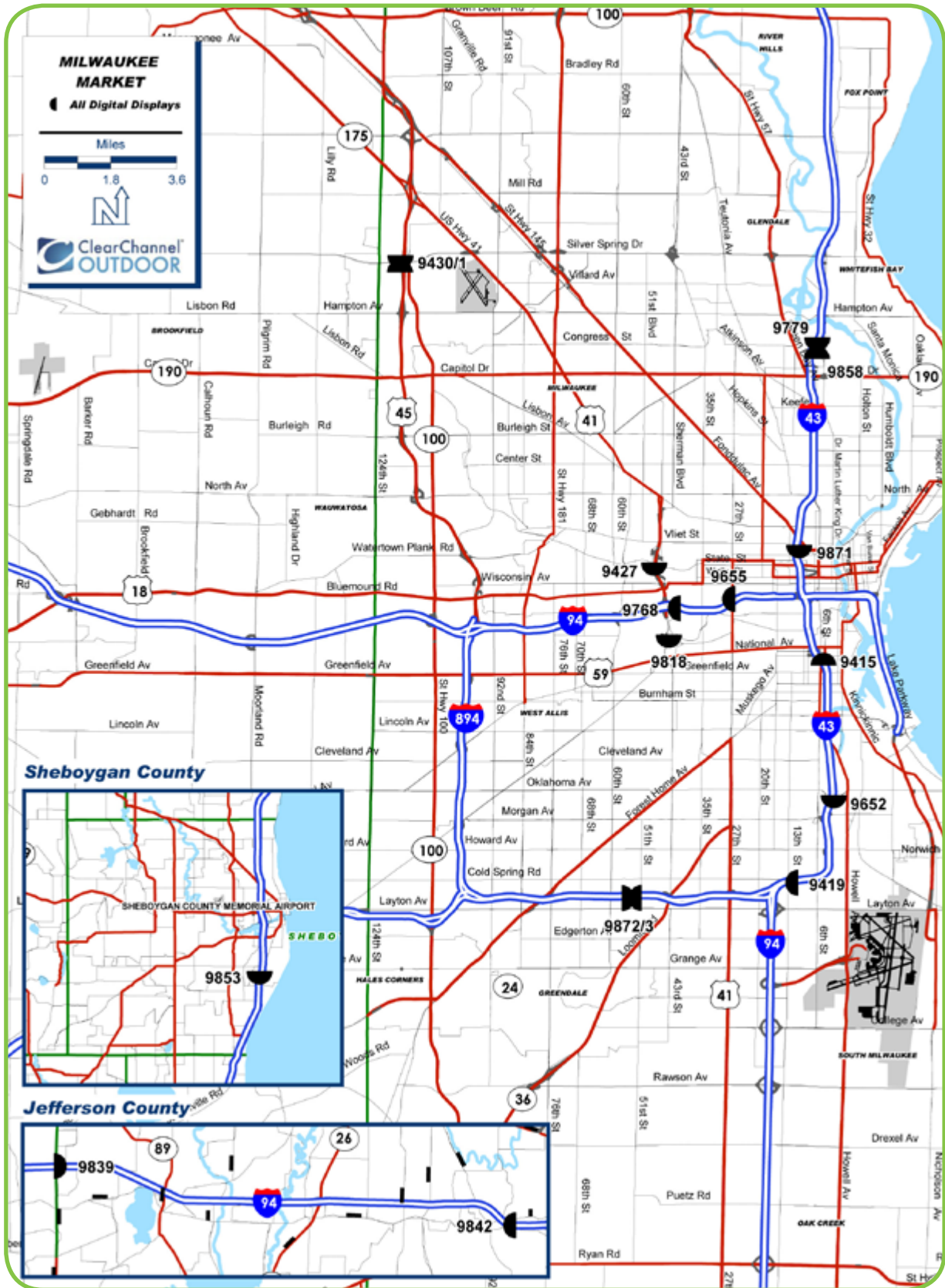


DIGITAL LOCATION LIST

LOCATION	DESCRIPTION	FACING	Weekly EOI
9415	I-94 10 ft. N/O Washington St. ES	South	387,659
9419	I-94 300 ft. E/O 13th St. SS	East	341,512
9427	Hwy 41 200 ft. S/O State St. WS	North	160,937
9430	Zoo Frwy 50 ft. N/O Silver Spring Dr. WS	North	274,215
9431	Zoo Frwy 50 ft. N/O Silver Spring Dr. WS	South	190,272
9652	I-94 100 ft S/O Oklahoma Ave ES	North	256,116
9655	I-94 140 ft. E/O 25th St. NS	East	492,598
9768	I-94 700 ft. E/O Hwy 41 SS	East	265,855
9779	I-43 0.6 mi S/O Hampton Ave ES	North	88,170
9818	Miller Parkway 0.3 mi N/O National Ave ES	North	47,070
9839	I-94 150 ft. E/O Hwy O NS	West	98,037
9842	I-94 0.5 mi. E/O Hwy F SS	East	97,978
9853	I-43 1 mi S/O Hwy V WS	North	75,300
9858	I-43 0.6 mi S/O Hampton Ave ES	South	173,639
9871	I-43 0.75 mi N/O I-94 ES	North	328,388
9872	I-894 0.33 mi E/O 60th St. SS	West	389,338
9873	I-894 0.33 mi E/O 60th St. SS	East	285,051



DIGITAL MAP



DIGITAL LOCATIONS



1. I-43 & North Ave (1172)



2. Hwy 41 & Hwy 60 (9103)



3. Hwy 100 & Bluemound Rd - North Face (9171)



4. Hwy 100 & Bluemound Rd - South Face (9174)



5. I-94 & Hwy 100 (9190)



6. I-94 & Hwy 16 - East Face (9224)

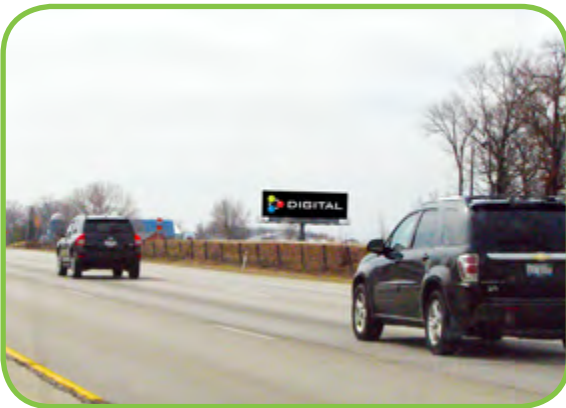
DIGITAL LOCATIONS



7. I-94 & Hwy 16 - West Face (9225)



8. I-94 & Oklahoma Ave - South Face (9235)



9. I-94 & 7 Mile Rd (9318)



10. I-94 & Hwy KR (9341)

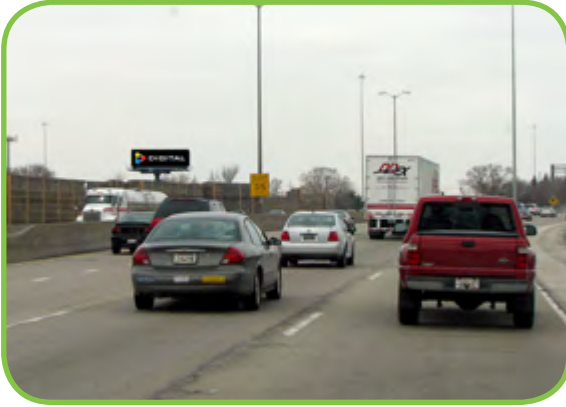


11. I-794 & 6th St (9397)



12. I-894 & I-94 - North Face (9399)

DIGITAL LOCATIONS



13. I-894 & I-94 - South Face (9400)



14. I-94 & 20th St - West Face (9407)



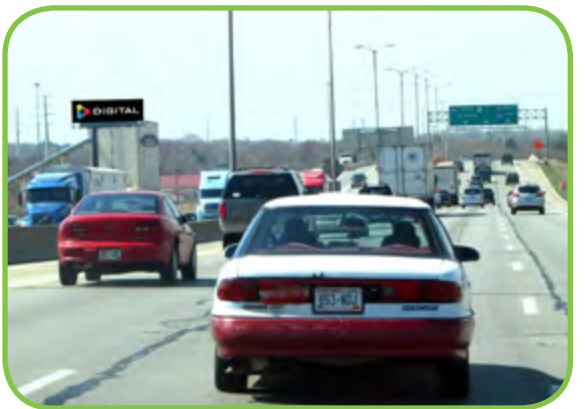
15. I-94 & 20th St - East Face (9408)



16. I-94 & National Ave (9412)



17. I-94 & Washington St (9415)



18. I-94 & 13th St (9419)

DIGITAL LOCATIONS



19. Hwy 41 & State St (9427)



20. Hwy 45 & Silver Spring Dr - North Face (9430)



21. Hwy 45 & Silver Spring Dr - South Face (9431)



22. I-94 & Oklahoma Ave - North Face (9652)

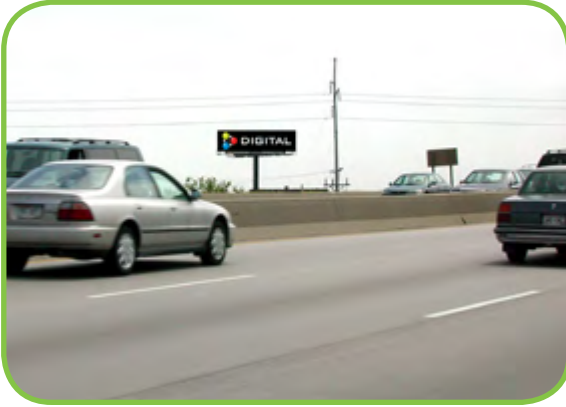


23. I-94 & 25th St (9655)



24. I-94 & Hwy 41 (9768)

DIGITAL LOCATIONS



25. I-43 & Hampton Ave - North Face (9779)



26. Miller Parkway & National Ave (9818)



27. I-94 & Hwy F (9842)



28. I-94 & Hwy O (9839)



29. I-43 & Hwy V (9853)



30. I-43 & Hampton Ave - South Face (9858)

DIGITAL LOCATIONS



31. I-43 & Juneau Ave (9871)



32. I-894 & 60th St - West Face (9872)*



33. I-894 & 60th St - East Face (9873)*

CREATIVE GUIDELINES

NATIONAL DIGITAL PRODUCTION REQUIREMENTS

File Type
Uncompressed JPG

Color Mode
RGB

Art Pixel Dimensions
Digital Bulletins
400h X 1400w
300 dpi

SIMPLICITY

Memorable outdoor designs reduce a complex message to its essential elements.

- Use no more than **seven words** on the entire billboard.
- There should be 8-12 elements total – including picture, product tagline, logo and response mechanism (phone number, website, important dates).
- Shorten words where possible for faster comprehension.

CONTRAST & COLOR

Strong contrast in both hue and value is essential for good digital out-of-home.

- **Avoid white backgrounds** as they do not display correctly on digital boards.
- White and light-colored backgrounds may wash out copy.
- Keep backgrounds simple; avoid using landscapes or complex scenes.
- Subtle differences in **color gradients** will not display with your desired level of detail.

LEGIBILITY

Outdoor designs should be simple, clear and easy to read; the best creative is worthless if not legible from a distance.

- Use bold, non-serif fonts. **Avoid script, decorative or italic** treatments.
- **Adding a thin, dark stroke around the text** will separate it from the background, heighten contrast and make copy easier to read.

SIZE

In outdoor, you want your image interpreted as quickly as possible. In many cases you have to forget about white space and **increase logos and fonts to best communicate** to consumers.

- Be sure to make the advertiser's name legible.
- Make small things big for visual impact, rather than shrinking large things like buildings or landscapes.

Recommended letter height:

- 3' to 4' tall minimum: headline copy or response mechanism (websites/phone numbers)
- 2': subheadings
- No copy should be less than 18" tall!

TEST YOUR IDEA

The average viewing time of a billboard is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?