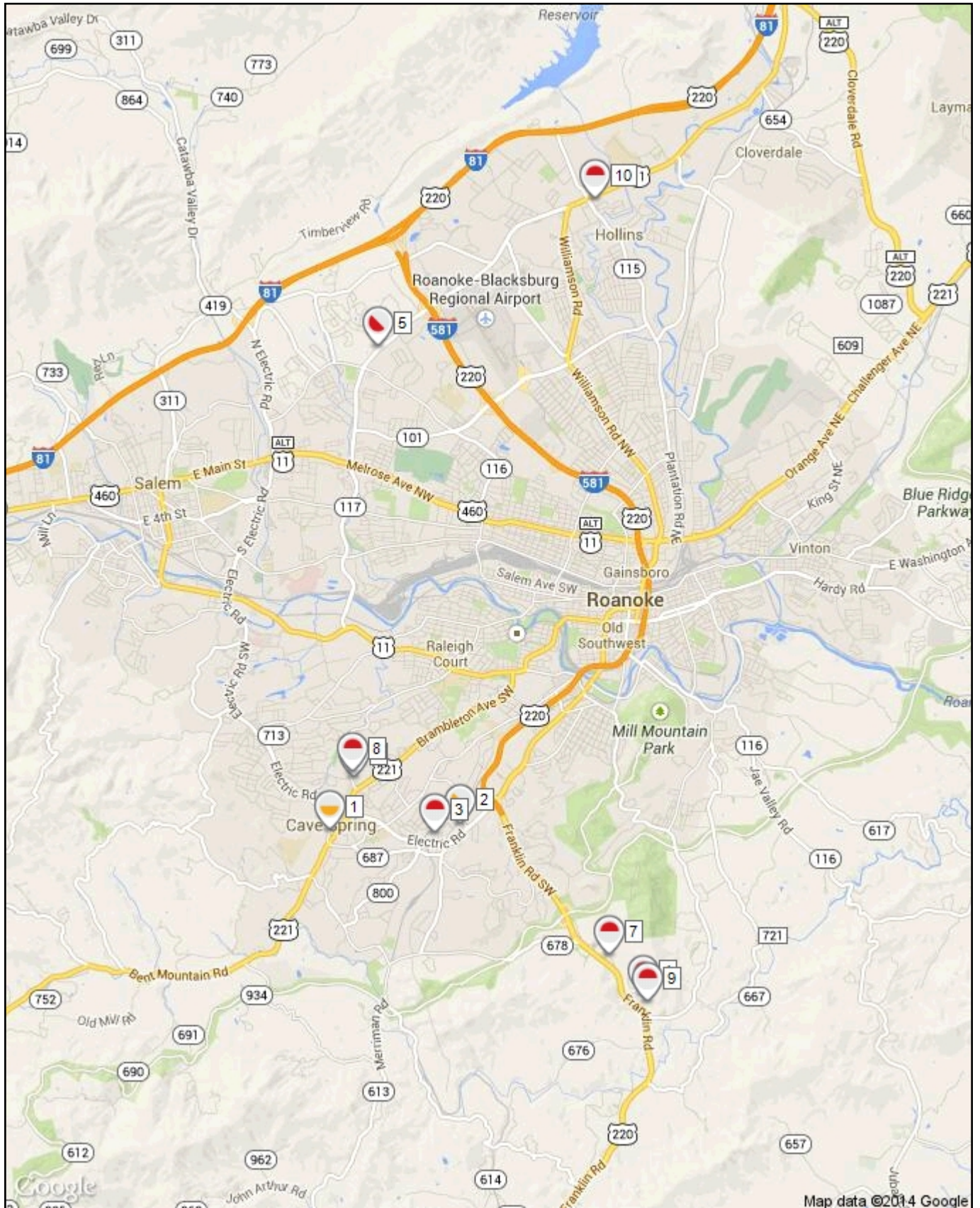




# Anti Littering Roanoke County as of Jan thru May 2014

Map #1



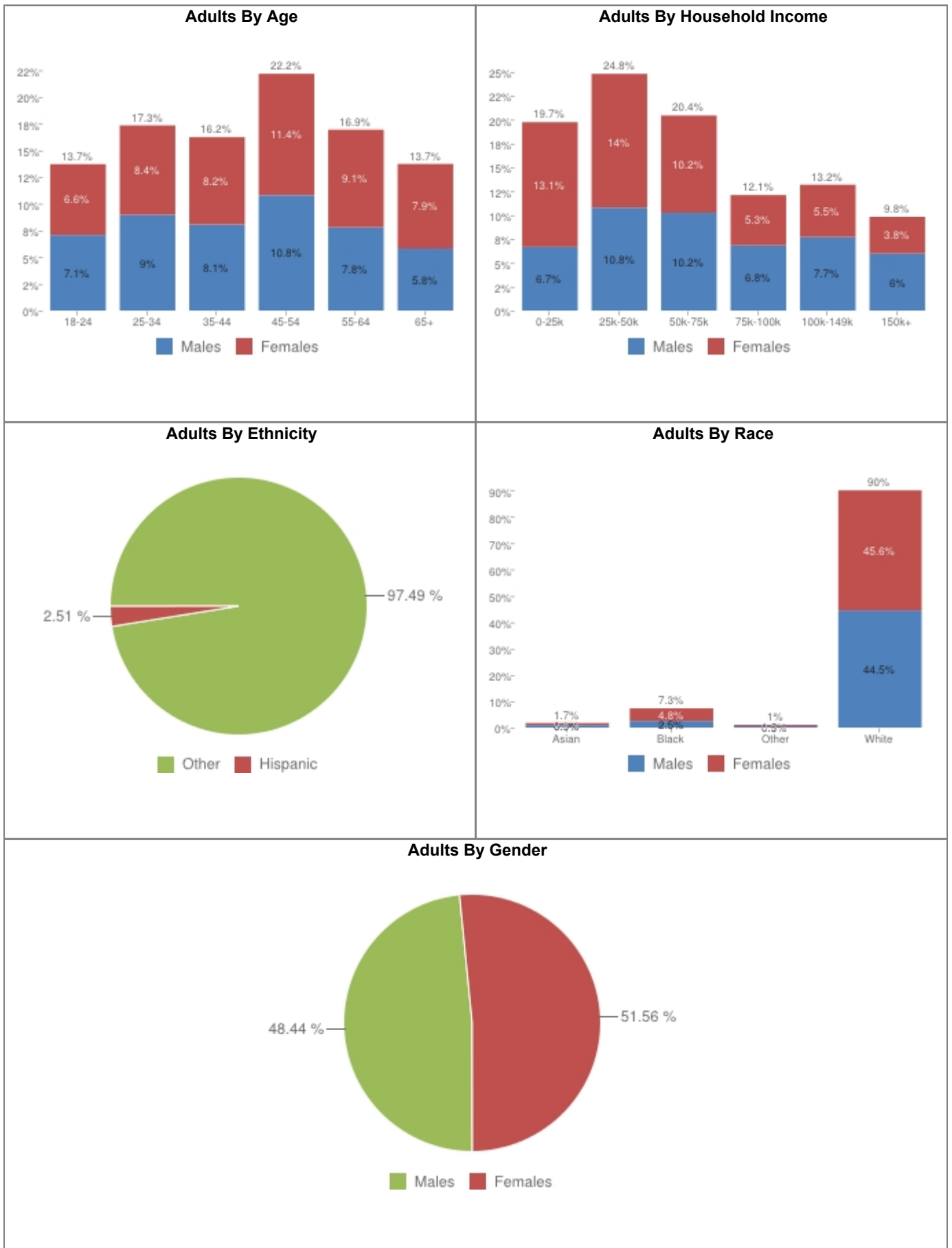


## Anti Littering Roanoke County as of Jan thru May 2014

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	8001	14921345	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	52138	YES
<b>Location:</b> 221 @ OLD CAVESPRING ROAD								
<b>Misc:</b> ran 1/3-1/19								
	2	8004	0	Permanent Bulletin / Digital	North East	10' 6" x 36' 0"	Pending Audit	YES
<b>Location:</b> W/S RT. 419 @ 4082 ELECTRIC RD W/O OGDEN								
<b>Misc:</b> ran 1/3-1/19								
	3	551	590222	Poster / Retro	South	10' 6" x 22' 9"	67780	YES
<b>Location:</b> VA 419 W/O CHAPPARAL DRIVE F/S #1								
<b>Misc:</b> ran 1/8 to 2/5								
	4	771	590273	Poster / Retro	South	10' 6" x 22' 9"	65029	NO
<b>Location:</b> US 220 @ VA ROUTE 668 - LOC #6								
<b>Misc:</b> ran 1/10 to 1/30								
	5	801	30493701	Poster / Retro	North East	10' 6" x 22' 9"	55349	YES
<b>Location:</b> 3008 PETERS CREEK ROAD								
<b>Misc:</b> ran 1/9 to 2/24								
	6	1252	589862	Poster / Retro	North	10' 6" x 22' 9"	33555	YES
<b>Location:</b> GARST MILL RD WO MT VERNON DR F/N #2								
<b>Misc:</b> ran 1/8 to 2/24								
	7	1491	589899	Poster / Retro	South	10' 6" x 22' 9"	69955	YES
<b>Location:</b> US 220 S 1 MILE S/O PARKWAY F/S #1								
<b>Misc:</b> ran 1/10 to 3/30								
	8	1612	589907	Poster / Retro	South	10' 6" x 22' 9"	23630	NO
<b>Location:</b> GARST MILL RD S/O BRAMBLETON AV F/S #2								
<b>Misc:</b> ran 1/8 to 3/6								
	9	768	30493700	Poster / Retro	South	10' 6" x 22' 9"	92341	YES
<b>Location:</b> US 220 @ VA ROUTE 668 - LOC. #2								
<b>Misc:</b> post week 5/26								
	10	1831	589937	Poster / Retro	South	10' 6" x 22' 9"	48904	YES
<b>Location:</b> 7549 WILLIAMSON ROAD - F/S								
<b>Misc:</b> post week 5/26								
<b>Total Weekly Impressions: 508681</b>								



## Anti Littering Roanoke County as of Jan thru May 2014



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.



**Location # 1**



**Advertising Strengths:** Primary artery for strong affluent housing and development.

**Market:** ROANOKE  
**Panel:** 8001

**TAB Unique ID:** 14921345  
**Location:** 221 @ OLD CAVESPRING ROAD  
**Lat/Long:** 37.2247/-80.0132  
**Media/Style:** Permanent Bulletin/Digital  
**\*Weekly Impressions:** 52138  
**Copy Size:** 10' 6" x 36' 0" [Spec Sheet](#)  
**Facing/Read:** North/Right  
**# of slots:** 6  
**Dwell Time:** 10  
**Guar. spots per day:** 1332

\*Impression values based on: 18+



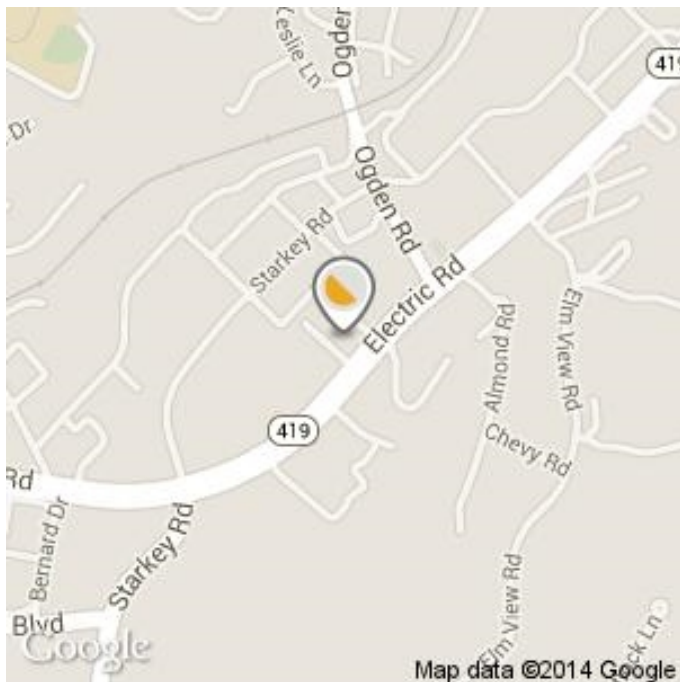
Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 2**



**Advertising Strengths:** Heavy Commercial - Big Box Store

**Market:** ROANOKE  
**Panel:** 8004

**TAB Unique ID:** 0  
**Location:** W/S RT. 419 @ 4082 ELECTRIC RD W/O OGDEN  
**Lat/Long:** 37.2260/-79.9815  
**Media/Style:** Permanent Bulletin/Digital  
**\*Weekly Impressions:** Pending Audit  
**Copy Size:** 10' 6" x 36' 0" [Spec Sheet](#)  
**Facing/Read:** North East/Right  
**# of slots:** 6  
**Dwell Time:** 10  
**Guar. spots per day:** 1332

\*Impression values based on: 18+



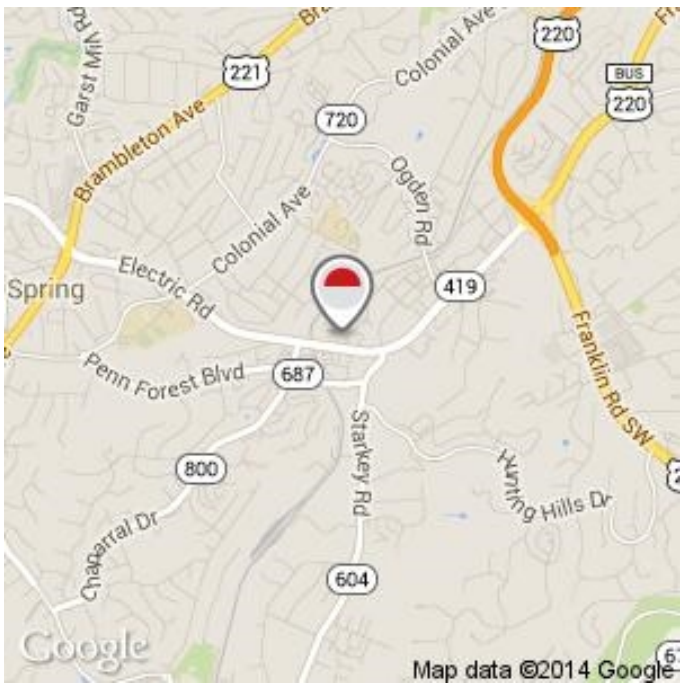
Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 3**



**Market:** ROANOKE  
**Panel:** 551

**TAB Unique ID:** 590222  
**Location:** VA 419 W/O CHAPPARAL DRIVE F/S #1  
**Lat/Long:** 37.2242/-79.9877  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 67780  
**Copy Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6" x 22' 9"  
**Facing/Read:** South/Left  
**Illuminated:** YES  
**Miscellaneous:** ran 1/8 to 2/5

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 4**



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>771</b>
<b>TAB Unique ID:</b>	590273
<b>Location:</b>	US 220 @ VA ROUTE 668 - LOC #6
<b>Lat/Long:</b>	37.1923/-79.9374
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	65029
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	South/Right
<b>Illuminated:</b>	NO
<b>Miscellaneous:</b>	ran 1/10 to 1/30

\*Impression values based on: 18+



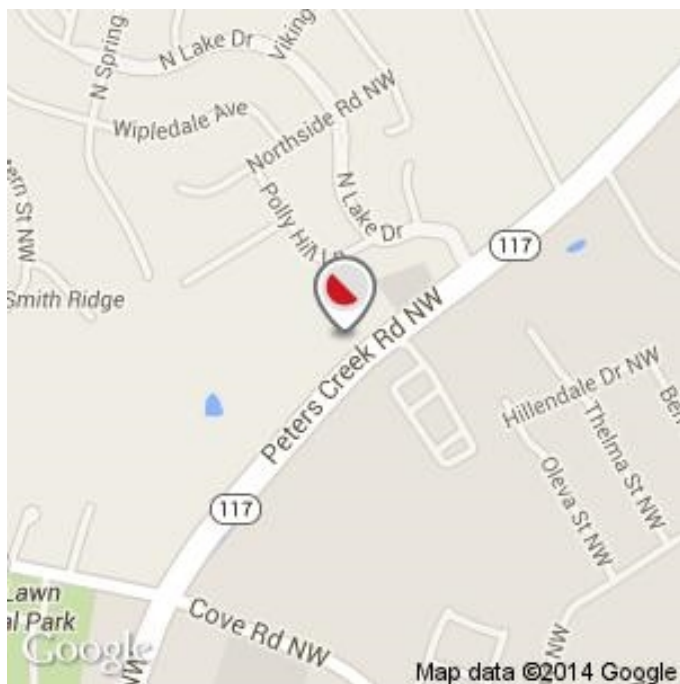
Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



### Location # 5



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>801</b>
<b>TAB Unique ID:</b>	30493701
<b>Location:</b>	3008 PETERS CREEK ROAD
<b>Lat/Long:</b>	37.3194/-80.0015
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	55349
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	North East/Right
<b>Illuminated:</b>	YES
<b>Miscellaneous:</b>	ran 1/9 to 2/24

\*Impression values based on: 18+



Roanoke, VA

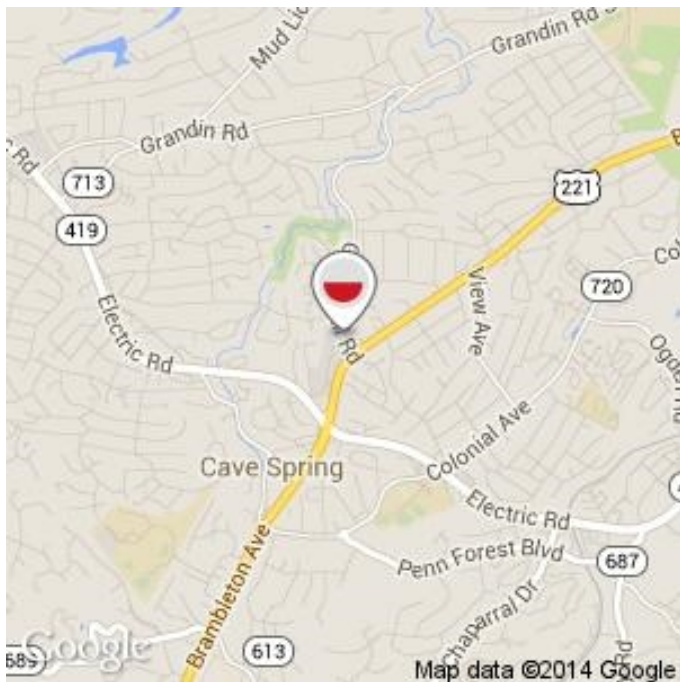
800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012





**Location # 6**



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>1252</b>
<b>TAB Unique ID:</b>	589862
<b>Location:</b>	GARST MILL RD WO MT VERNON DR F/N #2
<b>Lat/Long:</b>	37.2350/-80.0072
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	33555
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	North/Right
<b>Illuminated:</b>	YES
<b>Miscellaneous:</b>	ran 1/8 to 2/24

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 7**



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>1491</b>
<b>TAB Unique ID:</b>	589899
<b>Location:</b>	US 220 S 1 MILE S/O PARKWAY F/S #1
<b>Lat/Long:</b>	37.2001/-79.9454
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	69955
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	South/Left
<b>Illuminated:</b>	YES
<b>Miscellaneous:</b>	ran 1/10 to 3/30

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 8**



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>1612</b>
<b>TAB Unique ID:</b>	589907
<b>Location:</b>	GARST MILL RD S/O BRAMBLETON AV F/S #2
<b>Lat/Long:</b>	37.2360/-80.0076
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	23630
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	South/Right
<b>Illuminated:</b>	NO
<b>Miscellaneous:</b>	ran 1/8 to 3/6

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 9**



<b>Market:</b>	<b>ROANOKE</b>
<b>Panel:</b>	<b>768</b>
<b>TAB Unique ID:</b>	30493700
<b>Location:</b>	US 220 @ VA ROUTE 668 - LOC. #2
<b>Lat/Long:</b>	37.1910/-79.9362
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	92341
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	South/Right
<b>Illuminated:</b>	YES
<b>Miscellaneous:</b>	post week 5/26

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012



**Location # 10**



**Market:** ROANOKE  
**Panel:** 1831

**TAB Unique ID:** 589937  
**Location:** 7549 WILLIAMSON ROAD - F/S  
**Lat/Long:** 37.3485/-79.9490  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 48904  
**Copy Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6" x 22' 9"  
**Facing/Read:** South/Right  
**Illuminated:** YES  
**Miscellaneous:** post week 5/26

\*Impression values based on: 18+



Roanoke, VA

800-788-3009

Physical Address: 1545 Patrick Rd., Roanoke, VA 24012  
 Mailing Address: 1545 Patrick Rd., Roanoke, VA 24012