



US-50 BAY BRIDGE!

WASHINGTON, DC

1007 Skidmore Dr, Annapolis, MD 21409 - This digital sign is an advertiser's dream!

Located on US-50, by the Maryland Bay Bridge, this sign often sees bumper-to-bumper traffic jams and backups for miles on end, particularly during peak hours and summer months. **This unique unit SWIVELS to face in the direction of peak traffic. Faces EAST 6am – 10am (4 hours), Faces WEST 10am – 6am (20 hours).** This extremely heavily traveled route is a well-known point of traffic congestion, because the massive 4.3 mile-long bridge is part of U.S. Routes 50 and 301, and is a crucial link between the Baltimore-Washington Metropolitan Area, and Maryland's Eastern Shore, including Ocean City, MD and other coastal tourist destinations. The bridge also serves as an alternate route for I-95 travelers between northern Delaware and the DC Metro Area, keeping steady heavy traffic counts year-round, and traffic is only getting worse. **By 2025, traffic across the bridge is expected to increase by 40%!!!**

📞 DC Office: (202) 337-1839

📧 chris@capitoloutdoor.com

💻 www.CapitolOutdoor.com



“THE SWIVEL”

Faces EAST 6am – 10am (4 hours)
Faces WEST 10am – 6am (20 hours)



📞 DC Office: (202) 337-1839

✉️ chris@capitoloutdoor.com

🌐 www.CapitolOutdoor.com



"THE SWIVEL"

Faces EAST 6am – 10am (4 hours)
Faces WEST 10am – 6am (20 hours)



➤ **FACING** Multiple

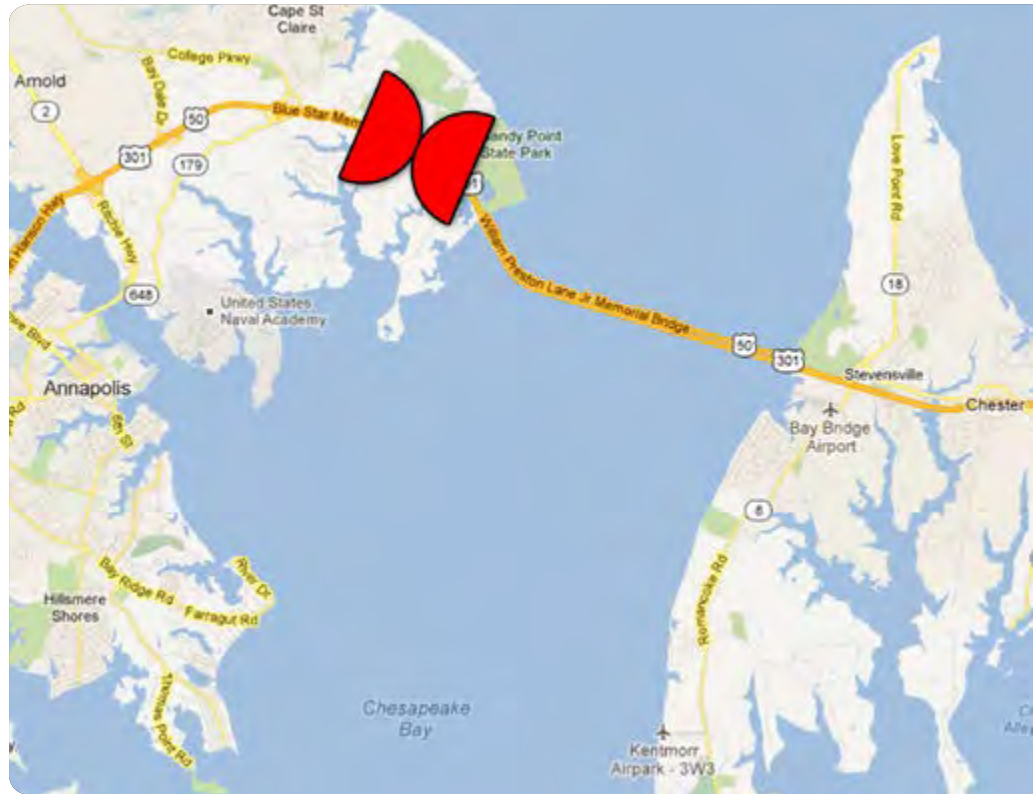
READ Multiple

DEC 112,700

SIZE 12'h x 25'w

READ & TRAFFIC

Faces EAST 6am – 10am (4 hours), faces WEST 10am – 6am (20 hours). This heavily traveled route is well-known for traffic congestion, because the massive 4.3 mile-long bridge is part of US-50 and R-301, and a crucial link between the Baltimore-Washington Area, and Maryland's Eastern Shore. DEC 112,700



TAB ID 30647487 **TOTAL IMPs** 651,252 **LATITUDE** 39.0215 **LONGITUDE** -76.4218

➤ **SIZE & PRODUCTION** 12 feet tall by 25 feet wide. Digital billboard. For complete production specifications, please see the next page (page 5), or email John Polis at john@capitoloutdoor.com.

Contact Capitol Outdoor for pricing.

ADVERTISING GUIDELINES / INFORMATION

Our digital billboard displays up to 6 advertisers per loop with 8 second slots. Your ad will be seen a minimum of once every 48 seconds continuously throughout the period of illumination. Our digital sign is located on RTE 50 in Anne Arundel County, right before the Bay Bridge eastbound, and the sign has the ability to rotate so that it can face the highest volume of traffic, either eastbound or westbound on RTE 50. You will have access to an average of 112,700 views per day for your advertisement.

BENEFITS

Flexible – Engage and develop a dialogue with consumers through unlimited creative executions

Time Sensitive – Instantaneous creative updates and ability to respond in real-time to current events and market conditions

Targeted – Impact local audience close to the point of sale

Efficient – Optimize and spend and work into your overall media plan to enhance ROI

Service Oriented – Proprietary software enabling 24/7 advertiser content control

ART PRODUCTION SPECIFICATIONS

Size: 180 x 450 pixels (photos/pictures). JPEG is the preferred format.

Format: 30 fps (video) preferably uncompressed AVI files using After Effects, but MPG, MPEG, MP4, WMV, and MOV can be used as well

Color: RGB

Resolution: 72 DPI

Delivery: Email files to John Polis at john@capitoloutdoor.com