

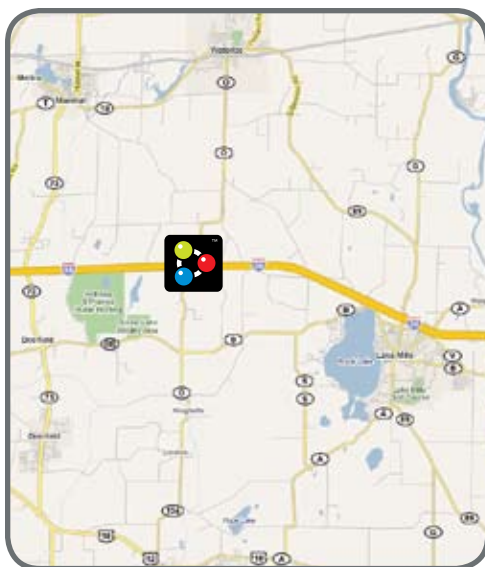


# JEFFERSON COUNTY DIGITAL SPOT COVERAGE



**LOCATION NUMBER**  
**9839**

**I-94 150 FT E/O HWY 0 • WEST FACING • DEC 27.25**



Clear Channel Outdoor is now offering additional digital billboard spot coverage in Jefferson County on the edge of the Dane County area. This location provides extended viewing periods due to a long approach and it is hard to miss as it is one of the few outdoor opportunities to reach consumers in this area.

This display is ideal for targeting tourists, students, legislators, commuters and shoppers going between Milwaukee and Madison. It builds high frequency with daily business commuters between the two major markets. Shoppers heading to the popular Johnson Creek Outlet center or tourists using this main thoroughfare to Milwaukee from Madison, Wisconsin Dells and other areas in the state are also impacted by this high profile location.

Outdoor is one medium that cannot be customized by the consumer. With digital technology you have the ability to customize your advertising to resonate with your target audience more effectively at different times of the day.