



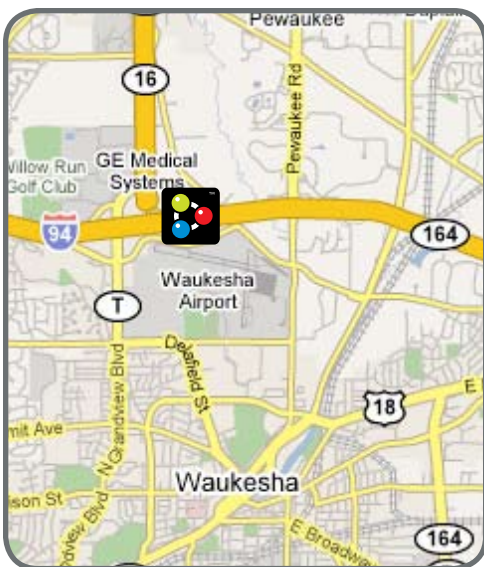
# WAUKESHA DIGITAL SPOT COVERAGE



**LOCATION NUMBER**  
**9224**

## AVAILABLE 2008!

I-94 1000 FT E/O HWY 16 SS • East Facing • DEC 82.17



Clear Channel Outdoor is introducing spot coverage with a stand-alone digital billboard location in the Waukesha area. This Waukesha location provides extended viewing periods during heavy rush peaks, and will provide excellent coverage to the on-the-go consumers.

Advertisers have continuously found this a desirable area as a high majority of Lake Country residents, found east of Milwaukee County, are upper income, well-educated and highly mobile. This audience is typically the first to adapt new technology, which for many means the ability to customize their media choices such as television with DVR's, cell phones with news updates over papers and satellite radio in their vehicles.

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.