

# Digital Hits The Beach!



#000499 - Pasadena Ave.  
 5 ft. S/O Shore Dr.  
 SS West Facing  
 10'6" x 36'  
 DEC 21.79

Reach out to the adults who live on and visit the Pinellas Beaches...

- 70% are married
- 77% own their home
- 50% are full-time employees with white collar jobs
- 44% have a household income of \$75,000+

Pasadena residents are...

- 61% Female
- 97% White, non-Hispanic



Nestled between southwest St. Petersburg and the world-famous southern beaches of Pinellas County, this digital location is surrounded by white sandy beaches, excellent shopping, restaurants, medical facilities, and nearby cultural and sporting events. The close proximity to the beach, as well as the highly desirable demographics of the area, make this location unique. So unique, in fact, that it is the first digital bulletin available separate from Tampa Bay's Digital Outdoor Network.

Weeks	Daily Calculation	Total Spots	4 Week Cost	Program Cost
52	21,790	455,000	\$3,000	\$39,000
24	21,790	210,000	\$3,150	\$18,900
12	21,790	105,000	\$3,300	\$9,900
4	21,790	35,000	\$3,450	\$3,450



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