

BC MINOR MARKETS- RATES

SPACE ONLY

DETAILS

- All rates are net.
- Rates listed are per 4 week period and represent space only.
- FREE production for 52 week campaigns.
- Lamar is required to do all signature product production. See your account manager for quotes under 52 weeks.
- Foil, reflective, exotic vinyl, extensions and other embellishments are available at additional cost.
- Placement of seventy (21" x 70") displays is 50% curb side and 50% rear. Guaranteed rear placement is subject to a 50% premium charge.
- Please contact your Lamar account manager to verify display size, availability and art/production requirements.
- Rates are subject to change without notice. Specific placement premiums may apply. Icons are for reference only.
- * **Product requires a minimum 8 week campaign buy.**



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TRADITIONAL

Product	# Units	Rate	
King 30" x 139"	1	\$489	
* King w/ Headliner	1	\$661	
70s 21" x 70"	1	\$318	
Interior Cards 11" x 35"	50 min.	\$24 ea.	

SIGNATURE

Product	# Units	Rate	
Super Tail	1	\$545	
* King Kong	1	\$1,263	
* Full Back	1	\$863	
* Headliner	1	\$172	
Super King	1	\$747	
* Full Wrap	1	\$4,141	
* Double Decker Full Back	1	\$1,265	

*Not all display products are available in all BC Minor Markets. Please contact your Lamar Account Manager to verify. Headliners are not a "stand alone" option.

REV: 01.13.10