



2024 Billboard Program Order Form

Business Name _____

Billing Contact: _____ Artwork Contact: _____

Email: _____ Email: _____

Phone: _____ Phone: _____

Billboard Specs:

1504 x 416 pixels

All Designs **MUST** be saved as a JPG at maximum quality.

All designs **MUST** be saved in RGB mode

Please label the file: Biz Name - location - cycle start date

Creating your artwork in Illustrator??

File > Export > Save for Web - make sure your pixels are correct and it's a .jpg high.

Signature: _____

Please Invoice the Business:

- Per cycle (13 total for year)
- Semi-Annual
Jan - June / July - Dec
- Annually

Cycle Dates Start / End	0518AD Salt Lick	0440BD Cave Springs	0473BD Hwy.94	0424BD Bridge	Payment / Artwork Due
1/1 to 1/28					12/15/2023
1/29 to 2/25					1/19/2024
2/26 to 3/24					2/16/2024
3/25 to 4/21					3/15/2024
4/22 to 5/19					4/12/2024
5/20 to 6/16					5/10/2024
6/17 to 7/14					6/7/2024
7/15 to 8/11					7/5/2024
8/12 to 9/8					8/2/2024
9/9 to 10/6					8/30/2024
10/7 to 11/3					9/27/2024
11/4 to 12/1					10/25/2024
12/2 to 12/29					11/22/2024

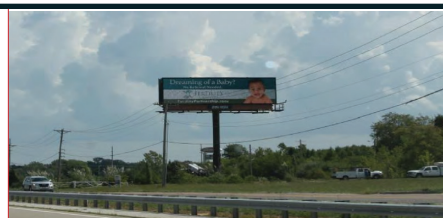
**** Please mark the quantity of billboard slots you'd like for each location during each cycle.**

****No Cancellations within 45 days of Cycle Start Date**

The Chamber has purchased one (of 7) Ad Spaces on 4 different *digital* billboards throughout the St. Charles / St. Peters area. With each of our locations, we take our One Space and offer our members 30 spots as part of a Co-Op. Pricing for each space in 2024 is \$110 for Boards 518AD, 440BD & 473AD and \$160 for spaces on board 424BD.

For \$110 / \$160, your artwork is displayed for :10 and rotates every 35 minutes. This equals 40 x daily and 1,120 times during the 28 day cycle. The more ads you have the more frequently your artwork will rotate through. We invoice 60 days prior to the start of each cycle and payment and artwork are due 10 days prior to the cycle start.

We only have 30 spaces available on each board and spaces sell out fast. Many businesses book all 13 cycles for the year. Please read ALL THE INFORMATION below and if you have questions call the office at 636-946-0633. To reserve your space, complete the attached order form and email Lori at Lori@StCharlesRegionalChamber.com. Spaces are First Come / First Serve at time of confirmation. If you should call and ask questions, then not get back with us for a couple days (even hours), those spaces may no longer be available.



0518AD1 - I-70 1.1 mi E/O Exit 219 TR Hughes Blvd., facing West. This display effectively covers eastbound I-70 traffic in the O'Fallon area. Just to the east is Hwy 79 and Mid Rivers Mall Drive (aka Salt Lick). There is an extended, uncluttered approach that will provide the advertiser with dominant coverage.

440BD1 - I-70 and Cave Springs - 1.6 mi W/O Zumbuhl Rd. Facing East. This display reaches eastbound traffic just east of Cave Springs. An extended approach, high traffic and its close proximity to the major retail area of St. Charles makes this sign an effective means of advertising for any business. (Just East of the Cave Springs / Truman Exit).

473AD - I-70 & MO-94 SEC - This unit is the only digital display on Hwy. 94. It has an incredible presence in the area, as it is located at the stoplight intersection of the 94 overpass and can be seen by motorists entering Hwy. 94 from both directions of I-70 and the outer road. It is near the Historic St. Charles shopping district, Ameristar Casino, Lindenwood University, SSM St. Joseph Hospital, Bass Pro Shop and the St. Charles Convention Center.

0424BD - I-70, 1965 ft W/O Missouri River NS and facing East. This is the first right hand read billboard entering St. Charles County. With a population of 360,485, St. Charles County has been one of the fastest-growing counties in the country for decades. Nightly traffic jams for westbound commuters heading home to the affluent bedroom communities are the norm. Attractions in the vicinity of this location include the Ameristar Casino, Hollywood Casino, St. Charles Convention Center, Historic Main Street, Streets of St. Charles, Bass Pro, Dave & Busters, Hollywood Amphitheater and two nearby banquet centers. **This is a Premium Billboard location. One space on this location is \$160 per spot per cycle.

Impressions:

518AD - 208,466 *per week*
440BD (I-70 at Cave Springs) - 1,096,384 per cycle
473AD - 338,604 per cycle
424BD - 253,939 impressions *per week*

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