

Hi Chris,

When you open the link, you'll find the price per board and details on the timeline for each board included within the proposal along with the map. I apologize for not mentioning that earlier.

Here's the breakdown per board for your convenience:

- **Board 673:** Runs 5/12 to 8/31, total cost \$2,200.
- **Board 19175:** Runs 5/12 to 8/31, total cost \$3,000.
- **Board 19260:** Runs 5/19 to 6/15, total cost \$900.
- **Board 80012:** Runs 5/19 to 9/7, total cost \$4,400.
- **Board 19265:** Runs 6/16 to 9/7, total cost \$2,300.

The total for everything in this proposal, as it's laid out currently, is \$12,800. I've also attached the proposal in case you have trouble opening the link.

Please let me know if you have any questions!

Best regards,

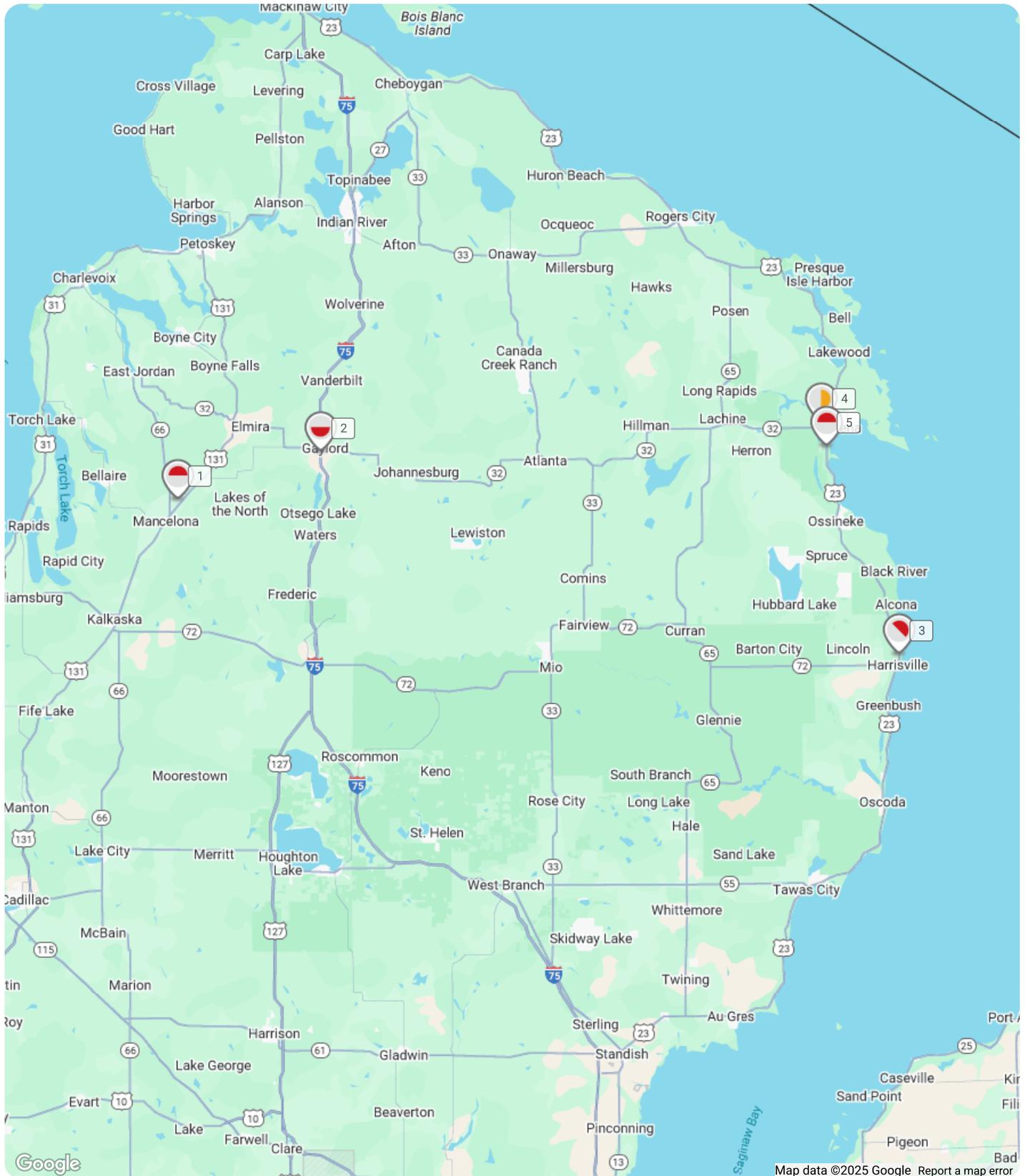


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# MAP #1

## BESSER MUSEUM FOR NORTHEAST MICHIGAN (SUMMER)



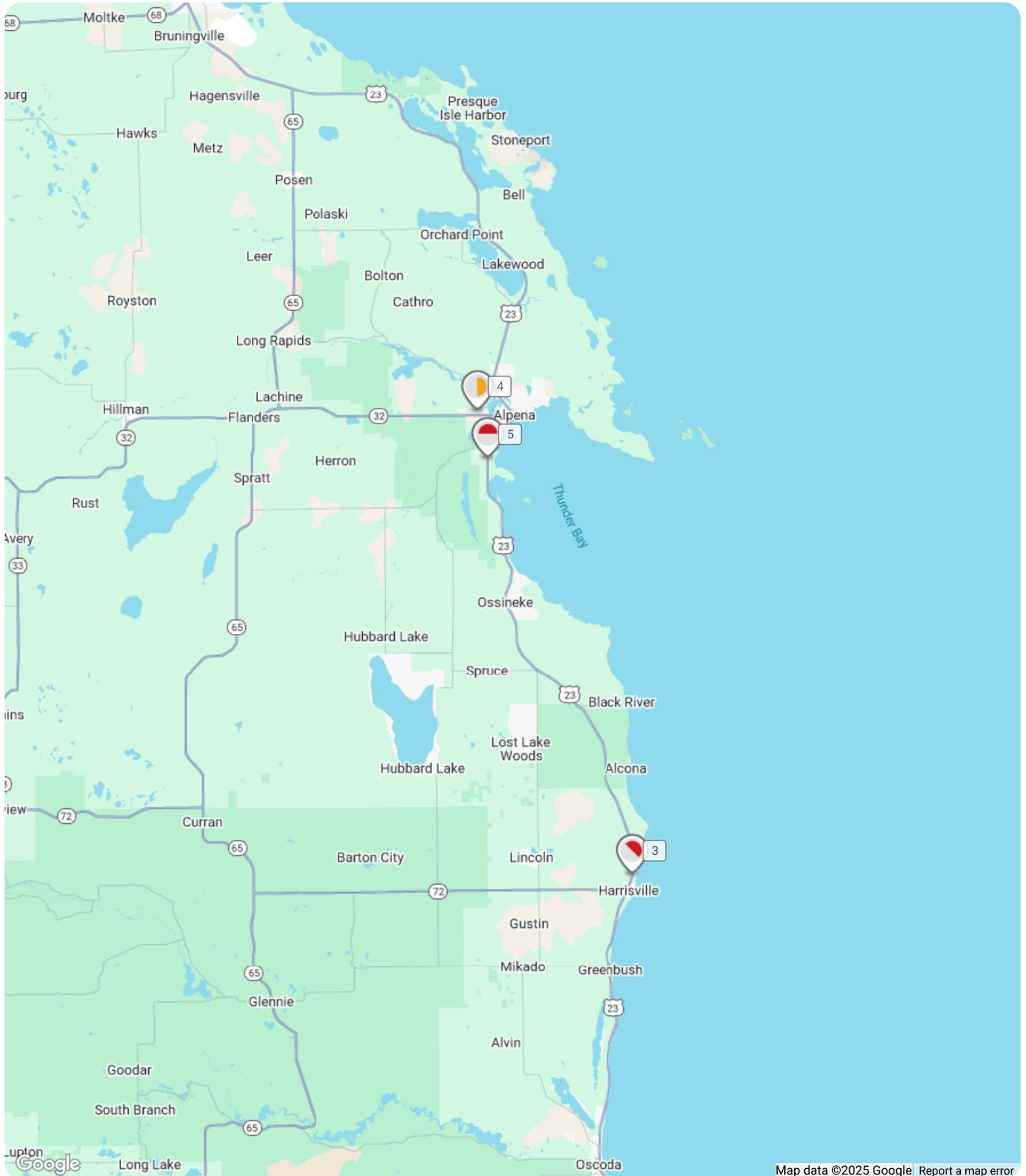
# MAP #2

## BESSER MUSEUM FOR NORTHEAST MICHIGAN (SUMMER)



# MAP #3

## BESSER MUSEUM FOR NORTHEAST MICHIGAN (SUMMER)



# LOCATION LIST

## BESSER MUSEUM FOR NORTHEAST MICHIGAN (SUMMER)

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	673	402341	Poster / Retro	South	10' 6" x 22' 9"	23,605	YES
<p><b>Location:</b> US-131 2 MI N/O M-88 W/S F/S (S)  <b>Current Advertiser:</b> DISABLED AMERICAN VETERANS  <b>Booking Ranges:</b> 5/12/2025 - 8/31/2025  <b>Rate:</b> \$500 / 4 weeks  <b>Production Cost:</b> \$200</p>								
	2	19175	401676	Poster / Retro	North	10' 6" x 22' 9"	31,204	YES
<p><b>Location:</b> I-75 .5 MI S/O M-32 W/S F/N #2 (S)  <b>Current Advertiser:</b> LEVEL UP ROOFING  <b>Booking Ranges:</b> 5/12/2025 - 8/31/2025  <b>Rate:</b> \$700 / 4 Weeks  <b>Production Cost:</b> \$200</p>								
	3	19260	601734	Poster / Retro	South West	10' 6" x 22' 9"	10,087	NO
<p><b>Location:</b> US-23 1 MI N/O M-72 E/S F/S HARRISVILLE  <b>Current Advertiser:</b> ALCONA CITIZENS FOR HEALTH, INC.  <b>Booking Ranges:</b> 5/19/2025 - 6/15/2025  <b>Rate:</b> \$700 / 4 Weeks  <b>Production Cost:</b> \$200</p>								
	4	80012	401906	Poster / Digital	West	11' 0" x 23' 0"	40,827 per spot	YES
<p><b>Location:</b> M-32 .2 MI W/O BAGLEY RD N/S F/W ALPENA  <b>Current Advertiser:</b> ALPENA ALCONA AREA CREDIT UNION  <b>Booking Ranges:</b> 5/19/2025 - 9/7/2025  <b>Rate:</b> \$1,100 / 4 Weeks  <b>Production Cost:</b> No Production Cost</p>								
	5	19265	401702	Poster / Retro	South	10' 6" x 22' 9"	36,978	YES
<p><b>Location:</b> US-23 50' S/O BIRCH LANE RD W/S F/S  <b>Current Advertiser:</b> BUDWEISER - CSR  <b>Booking Ranges:</b> 6/16/2025 - 9/7/2025  <b>Rate:</b> \$700 / 4 Weeks  <b>Production Cost:</b> \$200</p>								

**Total Weekly Impressions: 142,701**

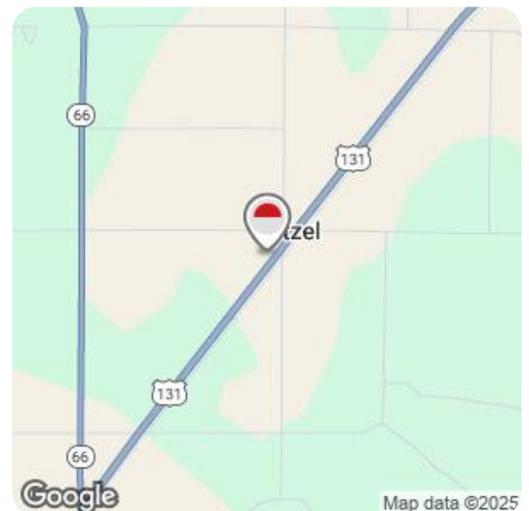
# PANEL #673

📍 US-131 2 MI N/O M-88 W/S F/S (S)

Location #1



**WEEKLY IMPRESSIONS:** 23,605\*  
**MEDIA TYPE/STYLE:** Poster - Retro  
**LAT/LONG:** [44.92919](#) / [-85.032085](#)  
**MARKET:** MANCELONA  
**GEOPATH ID:** 402341  
**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)  
**FACING/READ:** South / Left  
**ILLUMINATED:** YES  
**RATE:** \$500 / 4 weeks  
**PRODUCTION COST:** \$200  
**SHIPPING ADDRESS:** 2456 Northern Visions Drive  
Traverse City, MI 49684



\*Impression values based on: Total Population

# PANEL #19175

📍 I-75 .5 MI S/O M-32 W/S F/N #2 (S)

Location #2



**WEEKLY IMPRESSIONS:** 31,204\*  
**MEDIA TYPE/STYLE:** Poster - Retro  
**LAT/LONG:** [45.01075 / -84.685925](#)  
**MARKET:** GAYLORD  
**GEOGRAPHIC ID:** 401676  
**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)  
**FACING/READ:** North / Right  
**ILLUMINATED:** YES  
**RATE:** \$700 / 4 Weeks  
**PRODUCTION COST:** \$200  
**SHIPPING ADDRESS:** 2456 Northern Visions Drive  
Traverse City, MI 49684



\*Impression values based on: Total Population

# PANEL #19260

📍 US-23 1 MI N/O M-72 E/S F/S HARRISVILLE

Location #3



**WEEKLY IMPRESSIONS:** 10,087\*  
**MEDIA TYPE/STYLE:** Poster - Retro  
**LAT/LONG:** [44.665065 / -83.29034](#)  
**MARKET:** ALPENA  
**GEOGRAPHIC ID:** 601734  
**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)  
**FACING/READ:** South West / Right  
**ILLUMINATED:** NO  
**RATE:** \$700 / 4 Weeks  
**PRODUCTION COST:** \$200  
**SHIPPING ADDRESS:** 2456 Northern Visions Drive  
Traverse City, MI 49684



\*Impression values based on: Total Population

# PANEL #80012

📍 M-32 .2 MI W/O BAGLEY RD N/S F/W ALPENA

Location #4



**ADVERTISING STRENGTHS:** Great Digital Poster located right on M-32 catching all tourist traffic heading into the heart of downtown Alpena.

**WEEKLY IMPRESSIONS:** 40,827 per spot\*

**MEDIA TYPE/STYLE:** Poster - Digital

**LAT/LONG:** [45.06178 / -83.47749](#)

**MARKET:** ALPENA

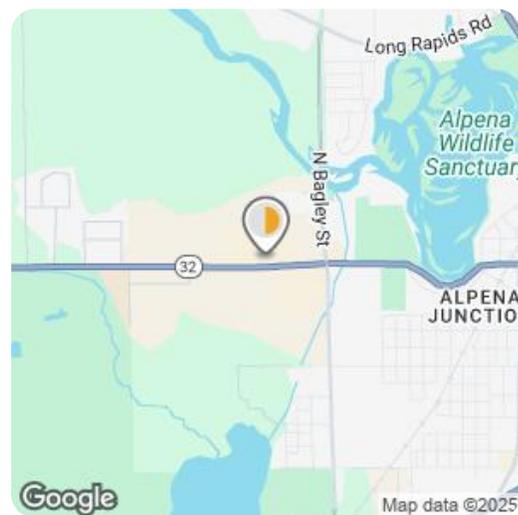
**GEOGRAPHIC ID:** 401906

**PANEL SIZE:** 11' 0" x 23' 0" [View Spec Sheet](#)

**FACING/READ:** West / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$1,100 / 4 Weeks



\*Impression values based on: Total Population

# PANEL #19265

📍 US-23 50' S/O BIRCH LANE RD W/S F/S

Location #5



**WEEKLY IMPRESSIONS:** 36,978\*  
**MEDIA TYPE/STYLE:** Poster - Retro  
**LAT/LONG:** [45.0215 / -83.464785](#)  
**MARKET:** ALPENA  
**GEOGRAPHIC ID:** 401702  
**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)  
**FACING/READ:** South / Left  
**ILLUMINATED:** YES  
**RATE:** \$700 / 4 Weeks  
**PRODUCTION COST:** \$200  
**SHIPPING ADDRESS:** 2456 Northern Visions Drive  
Traverse City, MI 49684



\*Impression values based on: Total Population