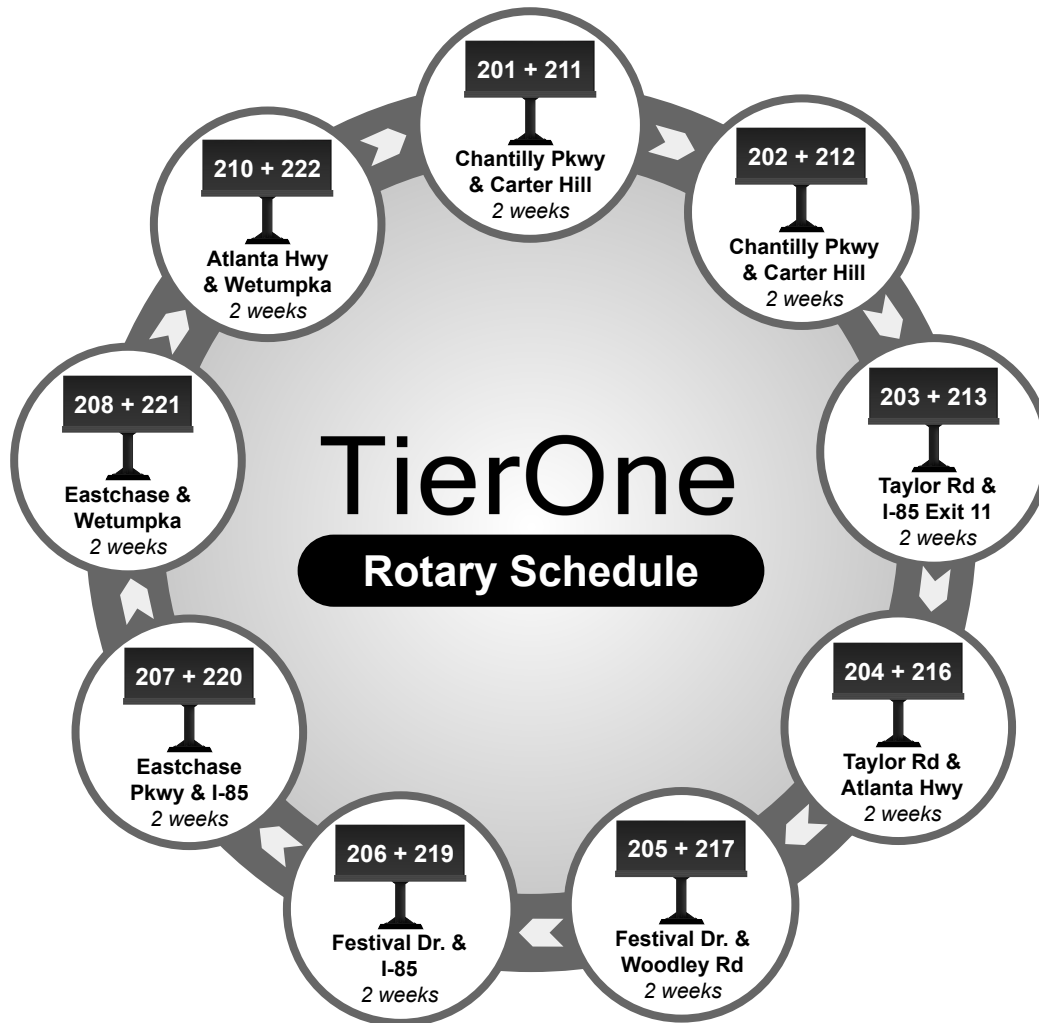


# MONTGOMERY COVERAGE

*Ad runs on two signs for two weeks and rotates to next.  
Eighteen-week program delivers over 3.3 million 18+ impressions.*



- Full market coverage and huge cumulative reach without the market-wide expense
- Eighteen week media presence to keep brand top of mind
- All ads run on full size digital bulletins to amplify creative
- TierOne manages rotation and shows the schedule before flight start; taking work off your desk
- We can create board specific messaging to better target your audience
- Available in full showing (one ad every minute), and half showing (one ad every two minutes) to optimize budget