



**OUTDOOR ADVERTISING, LP**

**Largest Digital Billboard Network  
In Amarillo, Texas**

**All Digital Sign Faces are 14'x48' in size**

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# BURKETT

## I-27 MOSS DIGITAL BILLBOARD



**W/S I-27 AT MOSS ST**

**Size:** 14'x48' DIGITAL

**Illumination:** LED

**Facing North:**

for southbound traffic

**DEC:** 63,000 cars per day

**Lat/Long:**

35.17677 / -101.85369

**Description:**

This high profile billboard appears to sit in the middle of the interstate as traffic approaches coming from downtown and I-40. It has the best viewing of any billboard in the entire city. Located between Washington & Georgia Streets, it reads to all commuter & tourist traffic driving south on I-27. This digital will make a huge impression with its vibrant changing copy. Book your spot today!

# BURKETT

## I-40 NELSON DIGITAL BILLBOARD



**N/S I-40 E/O  
NELSON ST.**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing East:**

**for westbound traffic  
DEC: 97,676 cars / day**

**Lat/Long:**

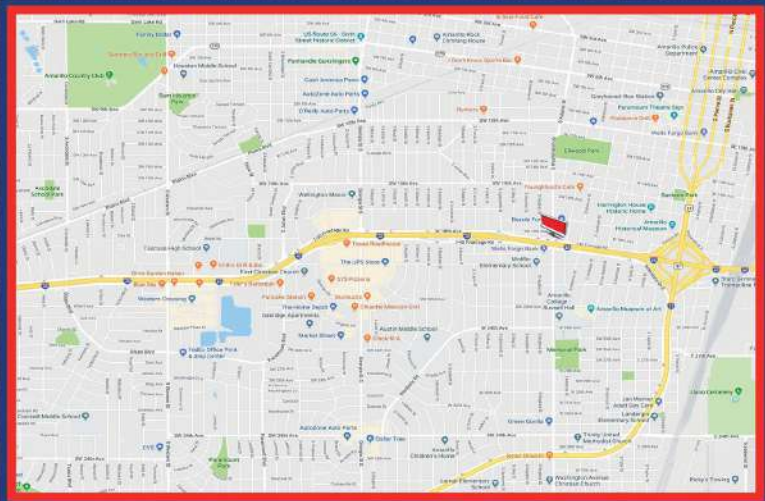
**35.19379/-101.80091**

### **Description:**

This premier digital billboard is a head on shot. It is located on I-40 East and reads to all traffic coming in from OKC and DFW. It reads to all commuter traffic driving west into Downtown and towards the I-40 & I-27 Interchange. It is an Exit Now for Nelson Street and Next Exit for Ross Street. With the highest traffic count in the City, this unit is read by thousands daily. This would make a great brand awareness sign for any business.

# BURKETT

## I-40 WASHINGTON DIGITAL BILLBOARD



**N/SIDE I-40 W/O  
WASHINGTON ST.**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing West:**

for eastbound traffic

**DEC: 78,812 cars / day**

**Lat/Long:**

35.195794/-101.850242

**Description:**

This new premier digital billboard is located at the Washington Street Exit. It is the last billboard on the north side of I-40 before you get to the I-40 / I-27 Interchange. It reads to all local traffic going into Downtown. Also reads to all students exiting Washington Street who attend Amarillo College. It is viewed by all eastbound traffic going to OKC and DFW. Located in a dark area, this unit can be seen for miles at night. It would be a great brand awareness sign for any business.

# BURKETT

## I-40 BELL DIGITAL BILLBOARD



**S/SIDE I-40 W/O  
BELL ST.**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing West:**

for eastbound traffic

**DEC: 75,000 cars / day**

**Lat/Long:**

35.1892/-101.9062

### **Description:**

This NEW digital billboard is located in Southwest Amarillo at one of the busiest exits in the city. Located near the hospitals, national restaurants, hotels, retailers, as well as Westgate Mall. This billboard reads to all commuter traffic driving towards downtown Amarillo and is an exit now for Bell Street and is one mile to the Western Street exit. It is an excellent way to target all local and tourist traffic with the use of vibrant changable ad copy. This unit is set to go live the first week of November. Book your spot now!

# BURKETT

## I-40 BELL DIGITAL BILLBOARD



**S/SIDE I-40 W/O  
BELL ST.**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing East:**

for westbound traffic

**DEC: 75,000 cars / day**

**Lat/Long:**

35.1892/-101.9062

**Description:**

This NEW digital billboard was installed April 14, 2015. It is located at one of the busiest intersections in the City. It reads to all traffic traveling West on I-40 towards Coulter Rd, Westgate Mall, and the Hospitals. It also reads to all traffic stopped at the Bell and I-40 access road light. It is an excellent way to target drivers with the use of vibrant changeable ad copy. Each ad is eight seconds long, plenty of time for your message to be completely read. People on the access road will see your ad multiple times as they sit through the light changes.

# BURKETT

## I-40 WESTGATE MALL DIGITAL BILLBOARD



**N/SIDE I-40  
WEST OF COULTER**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing West:**

for eastbound traffic

**DEC: 84,000 cars / day**

**Lat/Long:**

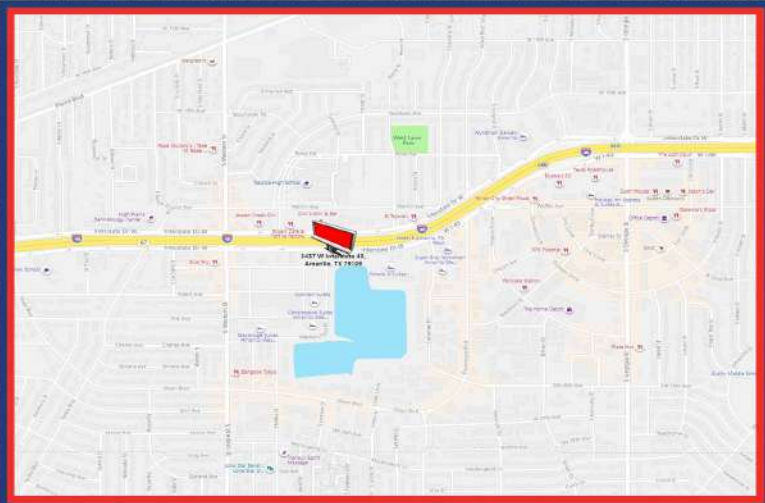
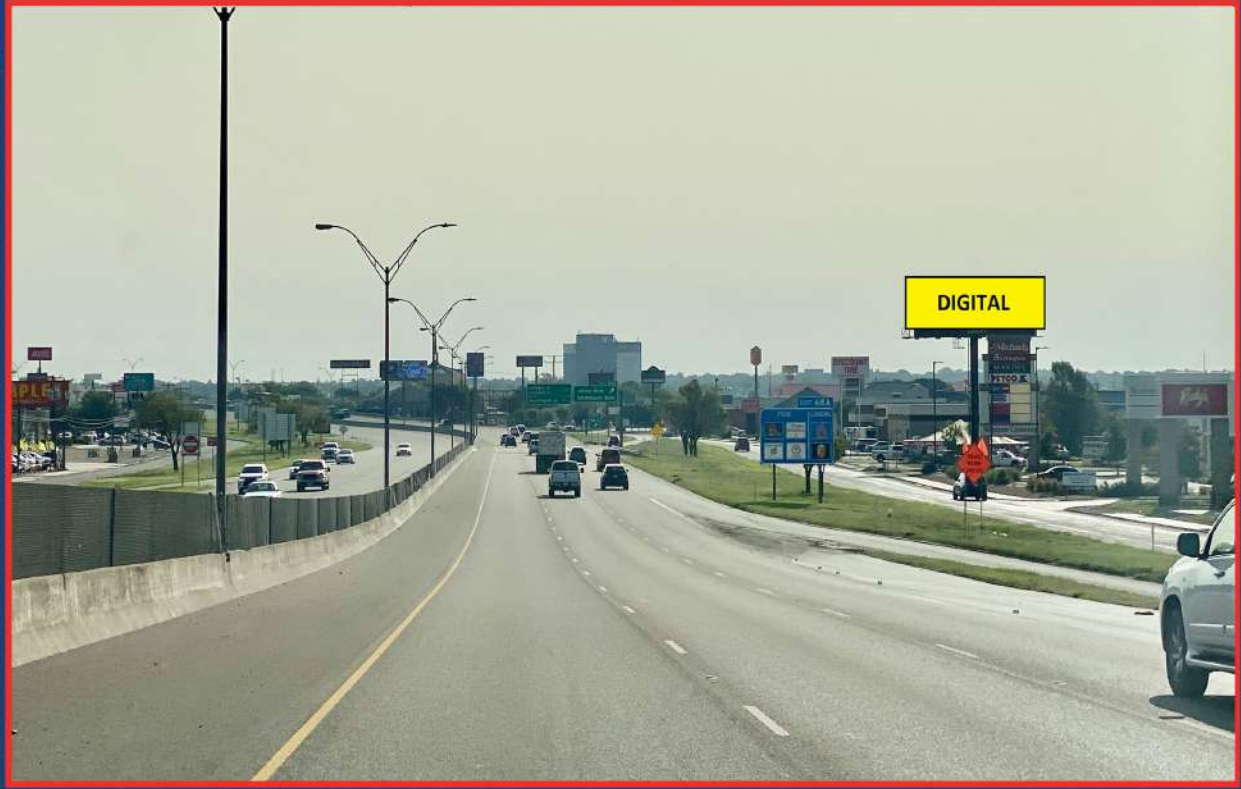
35.187514 / -101.929873

**Description:**

This is the newest digital billboard in Amarillo. It is located across the freeway from Westgate Mall. It sits on the Courtyard Marriott property. This is Amarillo's heart of the entertainment district. It is surrounded by numerous retailers, hotels, restaurants, car dealerships and United Artists 16 Theater. It is an Exit Now for Coulter Road where the hospitals are located along with the Mall entrance.

# BURKETT

## NEW I-40 DIGITAL BILLBOARD FOR LEASE



**SOUTH SIDE I-40 AT  
WESTERN EXIT**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing West:**

for eastbound traffic

**DEC: 74,750 cars per day**

**Lat/Long:**

35.190965 / -101.879431

**Description:**

This is the newest digital bulletin in the Amarillo market. It is an EXIT NOW for Paramount Blvd & Wolflin Avenue. It is a NEXT EXIT for Georgia Street. This unit reads to all traffic going towards downtown Amarillo. It would make a great brand awareness or directional sign for any business.



# BURKETT

## SOUTH SIDE I-40 AT WESTERN EXIT



**SOUTH SIDE I-40 AT  
WESTERN EXIT**  
**\$1,500 / Mo**  
**Size: 14'x48' DIGITAL**  
**Illumination: LED**  
**Facing East:**  
for westbound traffic  
**DEC: 74,750 cars / day**  
**Lat/Long:**  
35.190965 / -101.879431

This is the newest LED in west Amarillo. It is a NEXT EXIT for Western Street. This unit starts out on the right side of the freeway and crosses over as you approach it. It would make a great brand awareness or directional sign for any business.

# BURKETT

## North side I-40 at Coulter Exit



### N/S I-40 AT COULTER EXIT

**\$1,800 / Mo**

**Size: 14'x48' DIGITAL**

**Illumination: LED**

**Facing East:**

for westbound traffic

**DEC: 78,940 cars / day**

**Lat/Long:**

35.1882 / -101.91277

This may be the best bulletin in Amarillo. It is an EXIT NOW for Coulter Street. Located at this exit is Westgate Mall, all Hospitals, car dealerships, restaurants and United Artists 16 Theater. This is a very high profile LED It would make a great brand awareness or directional sign for any business.

# BURKETT

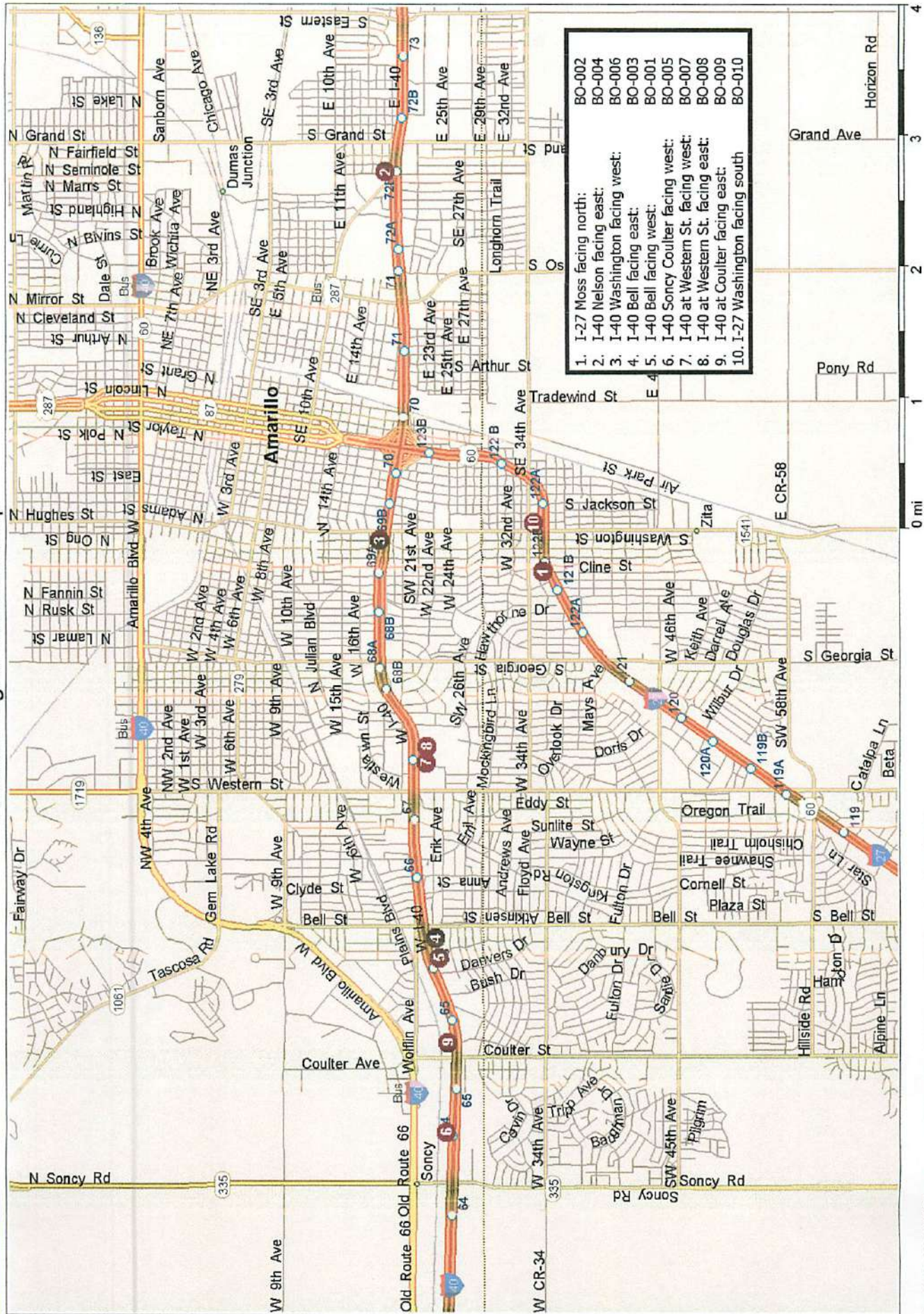
## NORTH SIDE I-27 AT WASHINGTON ST.



**N/S I-27 AT WASHINGTON ST.**  
**Size:** 14'x48' DIGITAL  
**Illumination:** LED  
**Facing:** South for northbound traffic  
**DEC:** 68,470 cars / day  
**Lat/Long:** 35.177091/-101.847968  
**Price:** \$1,500/mo

**Description:**  
This is the ONLY digital billboard reading to traffic going to the I-40 Interchange and Downtown. Its only 1.5 miles south of the Downtown AA Baseball Stadium and the Civic Center. Its head-on approach shot makes it impossible to miss.

# Amarillo Digital Billboard map



## DIGITAL BILLBOARD PRICE LIST

<u>Time Per Slot</u>	<u>Every Minute</u>	<u>Every 2 minutes</u>	<u>Every 4 minutes</u>	
8 seconds each	1,440 ads per day	720 ads per day	360 ads per day	
<b>TERM 6-12 months</b>				
	<u>Price Per Month</u>	<u>Price Per Month</u>	<u>Price Per Month</u>	<u>UNIT NO.</u>
I-27 at Moss facing north	1500.00	800.00	450.00	BO-002
I-40 at Nelson facing east	1500.00	800.00	450.00	BO-004
I-40 at Washington facing west	1500.00	800.00	450.00	BO-006
I-40 at Bell facing west	1800.00	950.00	550.00	BO-001
I-40 at Bell facing east	1500.00	800.00	450.00	BO-003
I-40 Westgate Mall facing west	1500.00	800.00	450.00	BO-005
I-40 e/o Western St. facing west	1500.00	800.00	450.00	BO-007
I-40 e/o Western St. facing east	1500.00	800.00	450.00	BO-008
I-40 at Coulter exit facing east	1800.00	950.00	550.00	BO-009
I-27 at Washington St. facing south	1500.00	800.00	450.00	BO-0010

**Art specifications: RGB colors ONLY no CMYK, pixel ratio of 416 tall by 1,504 wide, 1MB or smaller file size, sent to us in JPEG**