

**Vergas EDA/HRA
Special Vergas EDA/HRA Meeting
Government Services Center
2:00 PM on Monday, October 7, 2024**

- 1. Call to Order**
- 2. Agenda Additions and Deletions**
- 3. Sale of Lot**
- 4. Advertising**
- 5. Adjournment**

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4. Advertising

Files Attached

- MEDIA KIT LAKES COUNTRY DIGITAL FACES - Detroit Lakes MN.pdf



This 10' X 30' two-sided digital structure is east/west facing, networked, and located on busy MN Hwy 10 as you are entering Detroit Lakes. Great exposure for highway travelers; as well as the locals, weekenders, and vacationers to lakes country.

- Guaranteed an average of 1,435 spots per day or 10,045 per week.
- Average Total number of spots is based on 1,440 7 second commercials per day. Actual delivery should exceed this number.
- Ads run 24 hours a day.
- Approved artwork must be supplied to Newman Signs (with schedule) by 11am Friday the week before the spot is scheduled to run.

HWY 10 - DETROIT LAKES

- **Face Numbers**
 - NOA 18
 - NOA 18A
- **Sign Faces** - East/West
- **Reader Side** - Right/Left Reader
- **Illuminated** - Yes
- **Size** - 10' x 30'
- **Pixel** - 1856 x 576
- **MNDOT 2-Way Traffic Count** - 18,800
- **DEC** - 13,900
- **Weekly Impressions** - 97,324
- **Lat x Lon** - 46.8279 x -95.8739
- **DMA/Rank** - Fargo-Valley City, ND/116
- **County** - Becker
- **Zip Code** - 56501

NETWORK WEEKLY PRICING - Rotate on Both Sides

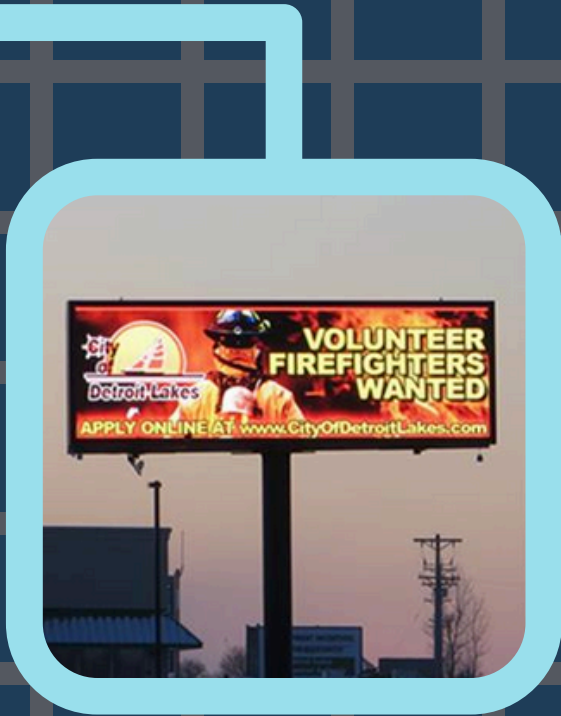
1 WEEK	2-3 WEEKS	4-7 WEEKS	8-11 WEEKS	12-25 WEEKS	26-51 WEEKS	52 WEEKS
\$275	\$200	\$175	\$175	\$175	\$175	\$175



Located on US highway 10 on the west side of Detroit Lakes this two-sided digital billboard is a right read on the west side and a left read on the east side. Detroit Lakes is known as a summer as winter tourist destination with plenty of summer and winter outdoor activities such as boating, fishing, hiking, snowmobiling and downhill skiing. Annual draws are the summer, Water Carnival, and the winter Polar Fest events.



NOA 18



NOA 18A