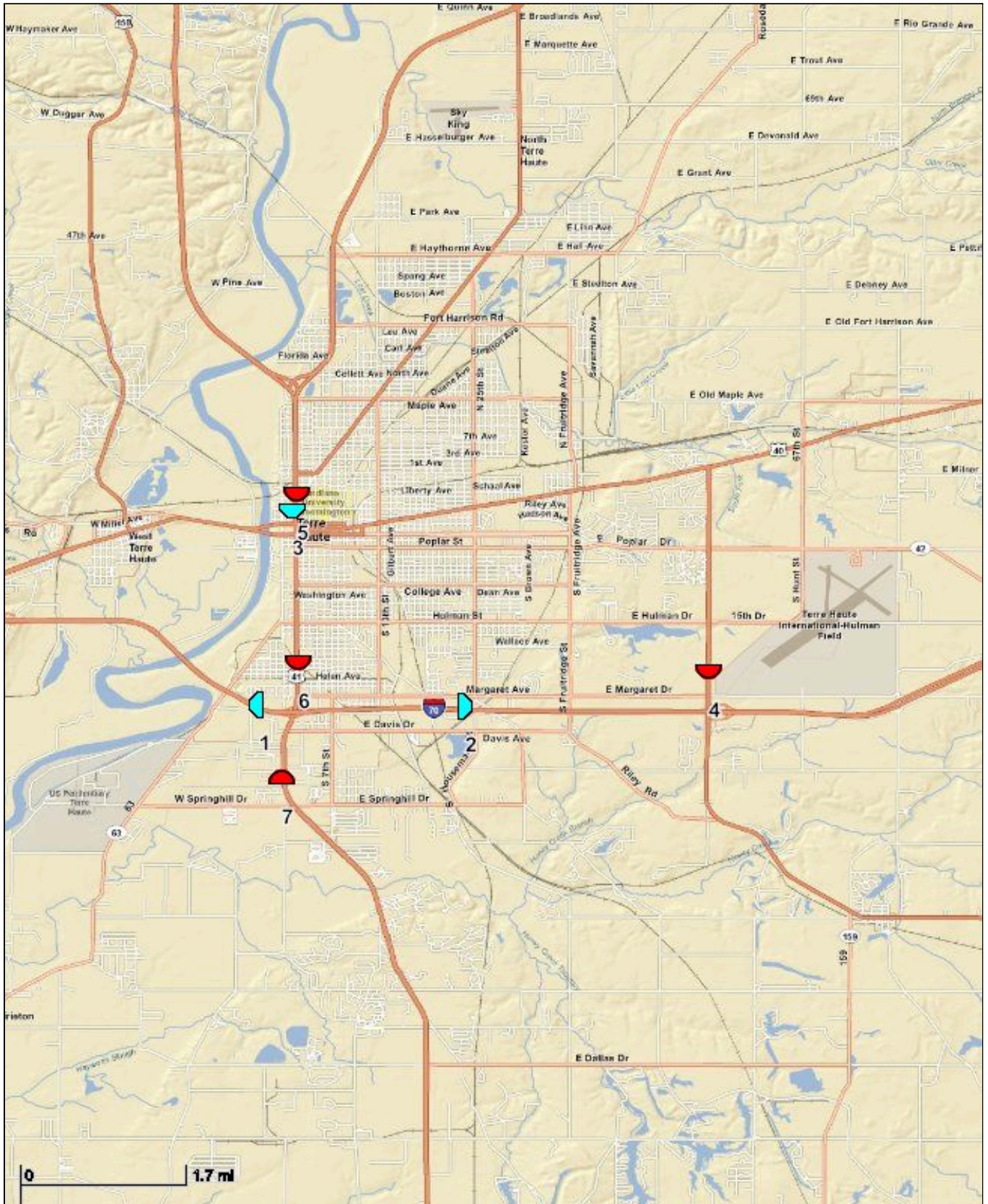











## Appleaseed Project

### T Haute, IN





## Appleseed Project

Map Icon	Label	Panel #	Media/Style	Facing	H x W	DEC	Total Weekly EOI	Illum.
	1	2379	Permanent Bulletin/Regular	East	14' 0" x 48' 0"	18314	87172	YES
Location: I-70, .1 MI W/O US 41								
	2	2052	Permanent Bulletin/Regular	West	14' 0" x 48' 0"	27686	79457	YES
Location: I-70, 2 MI E/O US 41								
	3	2337	Permanent Bulletin/Regular	North	14' 0" x 48' 0"	26679	102714	YES
Location: US 41, (3RD ST) @ CHESTNUT								
	4	1897	Poster/Retro	North	10' 6" x 22' 9"	7469	21957	NO
Location: SR 46, 3 BLKS N/O MARGARET AVE								
	5	2186	Poster/Retro	North	10' 6" x 22' 9"	26679	100846	YES
Location: US 41 N, (3RD ST) AT 531 N 3RD								
	6	2454	Poster/Retro	North	10' 6" x 22' 9"	29791	100097	YES
Location: US 41 S, 2400 S 3RD ST. @ VOORHEES ST.								
	7	2087	Poster/Retro	South	10' 6" x 22' 9"	26241	64290	YES
Location: US 41 S, @ FAIRGROUNDS SO. LOC								

**Total DEC: 162859**

**Total EOI: 556533**





## Appleaseed Project



Advertising Strengths: I-70 is the primary route between Indianapolis and St. Louis. This bulletin reaches potential customers of various retail businesses while traveling west toward St. Louis.

### Location #1

Panel: 2379

Media/Style: Permanent Bulletin/Regular

Market: VIGO COUNTY

Location: I-70, .1 MI W/O US 41

Facing/Read: East/Right

Copy Size: 14' 0" x 48' 0" [Spec Sheet](#)

Vinyl Size: 15' 0" x 49' 0"

Illuminated: YES

DEC: 18,314

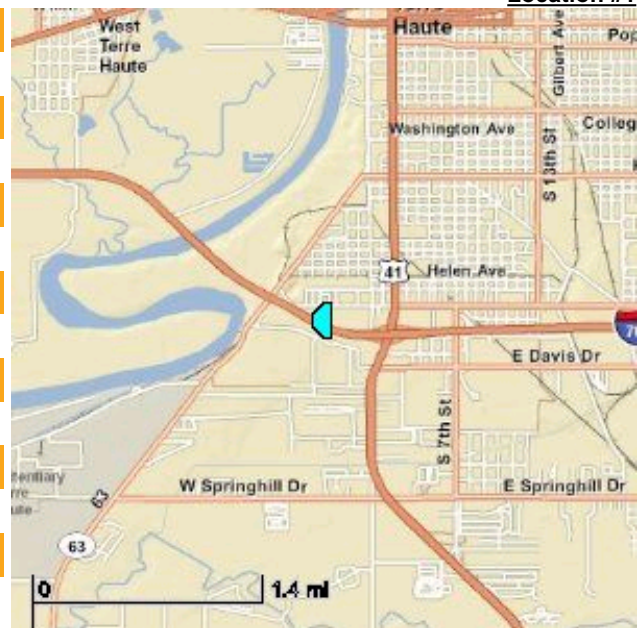
Total Weekly EOI: 87,172

Lat/Long: 39.432120 / -87.421540

Rate:

Current Advertiser:

Misc:



### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339





## Appleseed Project



Advertising Strengths: I-70 is the primary route between Indianapolis and St. Louis. This bulletin reaches potential customers of various retail businesses while traveling east toward Indianapolis.

Panel: 2052

Media/Style: Permanent Bulletin/Regular

Market: VIGO COUNTY

Location: I-70, 2 MI E/O US 41

Facing/Read: West/Left

Copy Size: 14' 0" x 48' 0" [Spec Sheet](#)

Vinyl Size: 15' 0" x 49' 0"

Illuminated: YES

DEC: 27,686

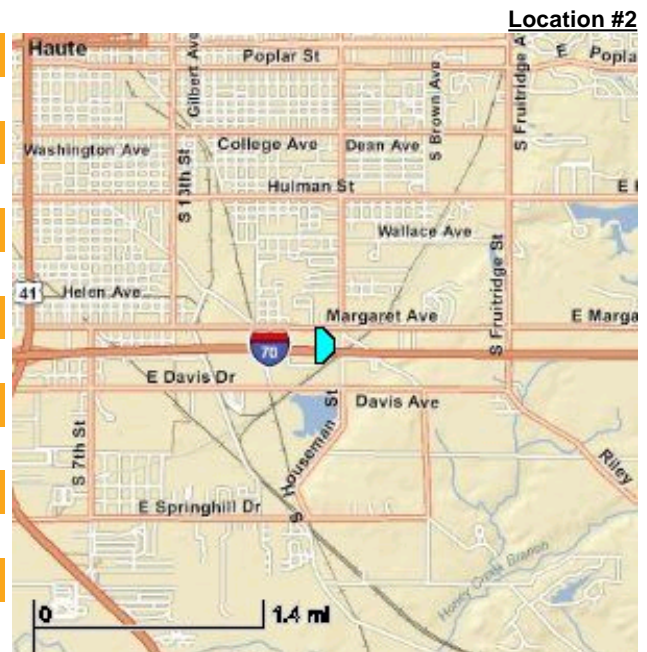
Total Weekly EOI: 79,457

Lat/Long: 39.431690 / -87.380600

Rate:

Current Advertiser:

Misc:



Location #2

### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339





## Appleseed Project



**Advertising Strengths:** This bulletin reads to a major artery between Chicago and Terre Haute, and further south to Evansville. It reaches morning and evening commuters, and both local and nationally known businesses. This artery has the highest traffic count in Terre Haute.

### Location #3

**Panel:** 2337

**Media/Style:** Permanent Bulletin/Regular

**Market:** VIGO COUNTY

**Location:** US 41, (3RD ST) @ CHESTNUT

**Facing/Read:** North/Right

**Copy Size:** 14' 0" x 48' 0" [Spec Sheet](#)

**Vinyl Size:** 15' 0" x 49' 0"

**Illuminated:** YES

**DEC:** 26,679

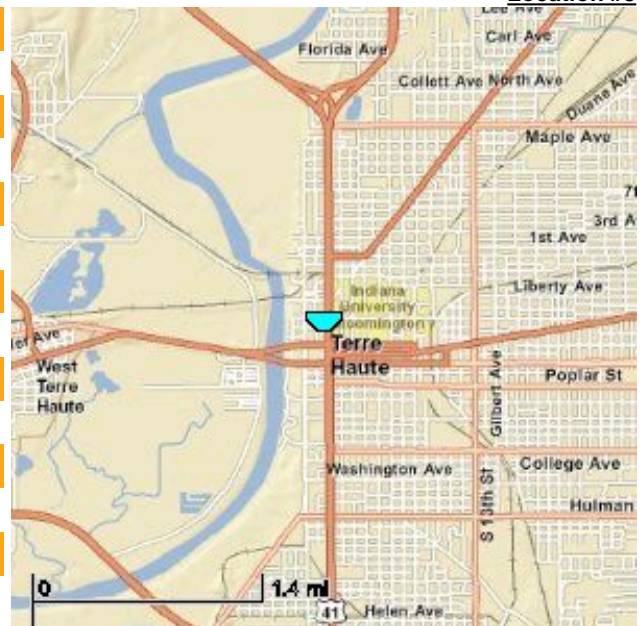
**Total Weekly EOI:** 102,714

**Lat/Long:** 39.470360 / -87.414530

**Rate:**

**Current Advertiser:**

**Misc:**



### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339



## Appleseed Project



### Location #4

Panel: 1897

Media/Style: Poster/Retro

Market: VIGO COUNTY

Location: SR 46, 3 BLKS N/O MARGARET AVE

Facing/Read: North/Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: NO

DEC: 7,469

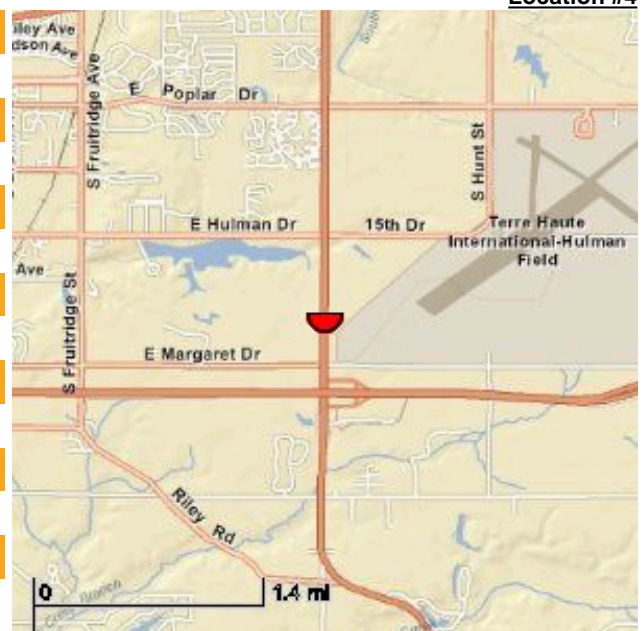
Total Weekly EOI: 21,957

Lat/Long: 39.438490 / -87.332830

Rate:

Current Advertiser:

Misc:



### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339





## Appleseed Project



### Location #5

Panel: 2186

Media/Style: Poster/Retro

Market: VIGO COUNTY

Location: US 41 N, (3RD ST) AT 531 N 3RD

Facing/Read: North/Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 26,679

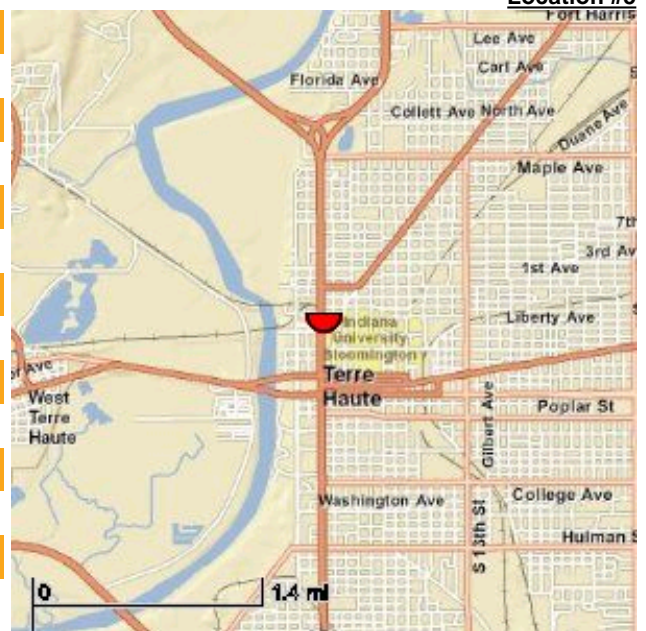
Total Weekly EOI: 100,846

Lat/Long: 39.473440 / -87.413650

Rate:

Current Advertiser:

Misc:



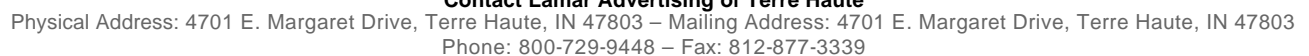
### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339





**Misc:**





## Appleseed Project



### Location #7

Panel: 2087

Media/Style: Poster/Retro

Market: VIGO COUNTY

Location: US 41 S, @ FAIRGROUNDS SO. LOC

Facing/Read: South/Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 26,241

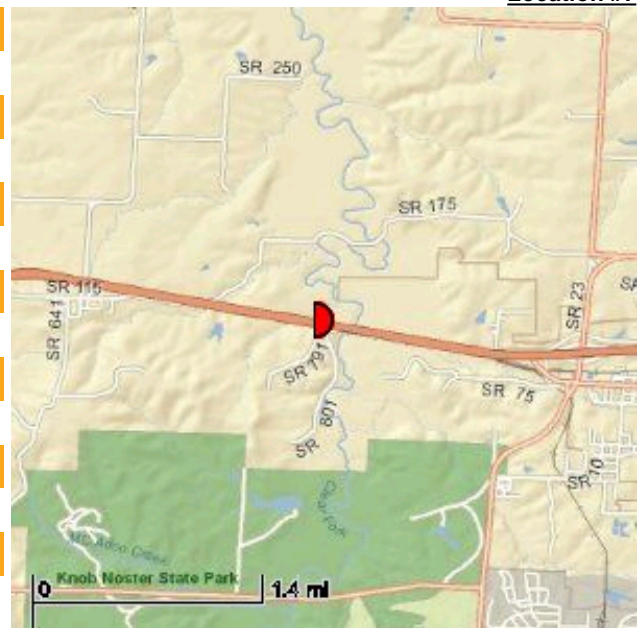
Total Weekly EOI: 64,290

Lat/Long: 39.417530 / -87.416600

Rate:

Current Advertiser:

Misc:



### Contact Lamar Advertising of Terre Haute

Physical Address: 4701 E. Margaret Drive, Terre Haute, IN 47803 – Mailing Address: 4701 E. Margaret Drive, Terre Haute, IN 47803  
Phone: 800-729-9448 – Fax: 812-877-3339