



**Multiple
Outdoor Types**
Size Varies

Calcasieu Parish Library

Number of Panels..... 7

Length of Campaign..... 7 Four Week
Flights

Weekly Impressions 300 Thousand

Based on: men/woman 21+

Cost Per Day.....\$88

Cost Per Thousand.....\$2.06

Cost Per Flight.....\$2,475

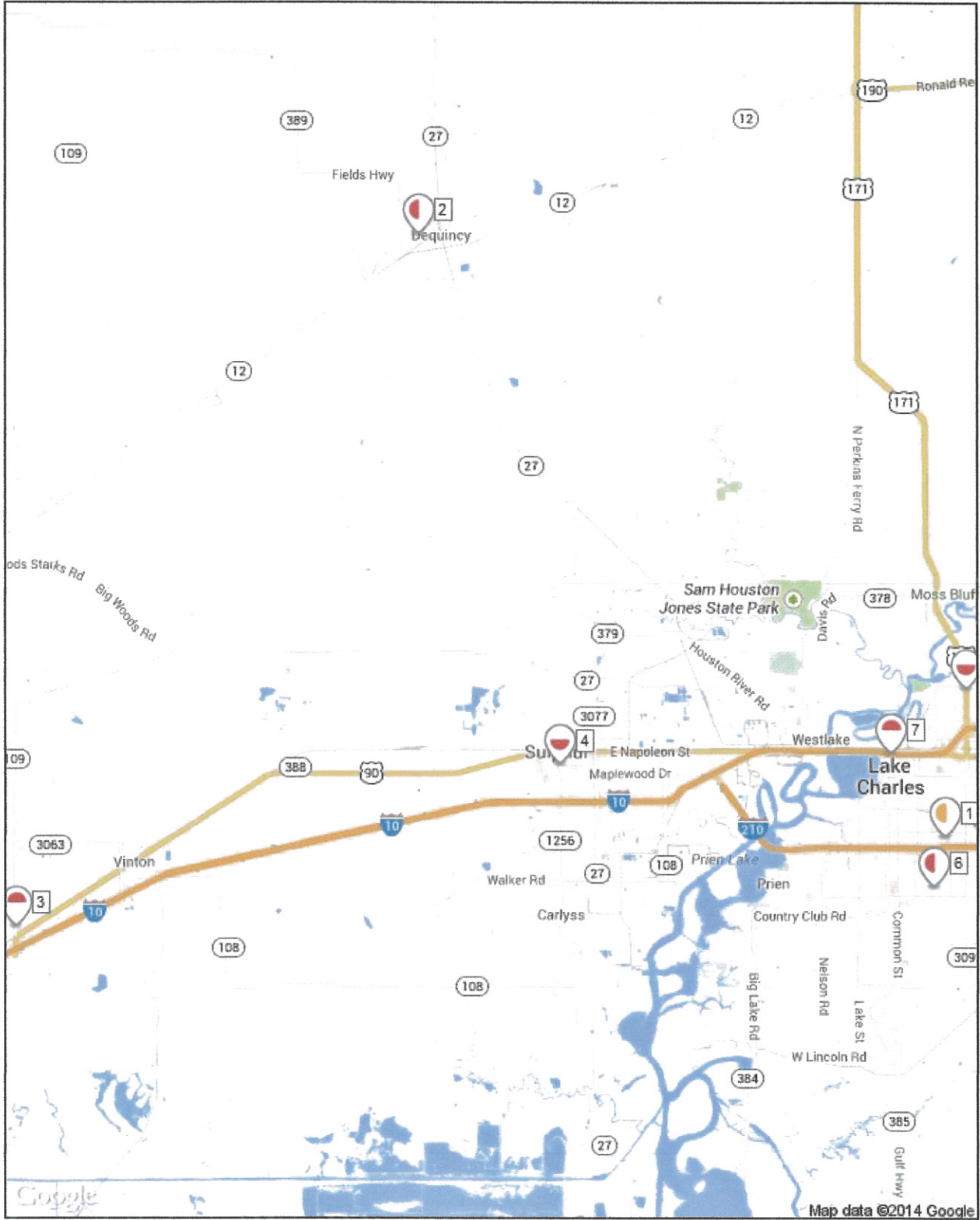
Production.....

Production: One time charge includes art, production, and installation.



Calcasieu Parish Library

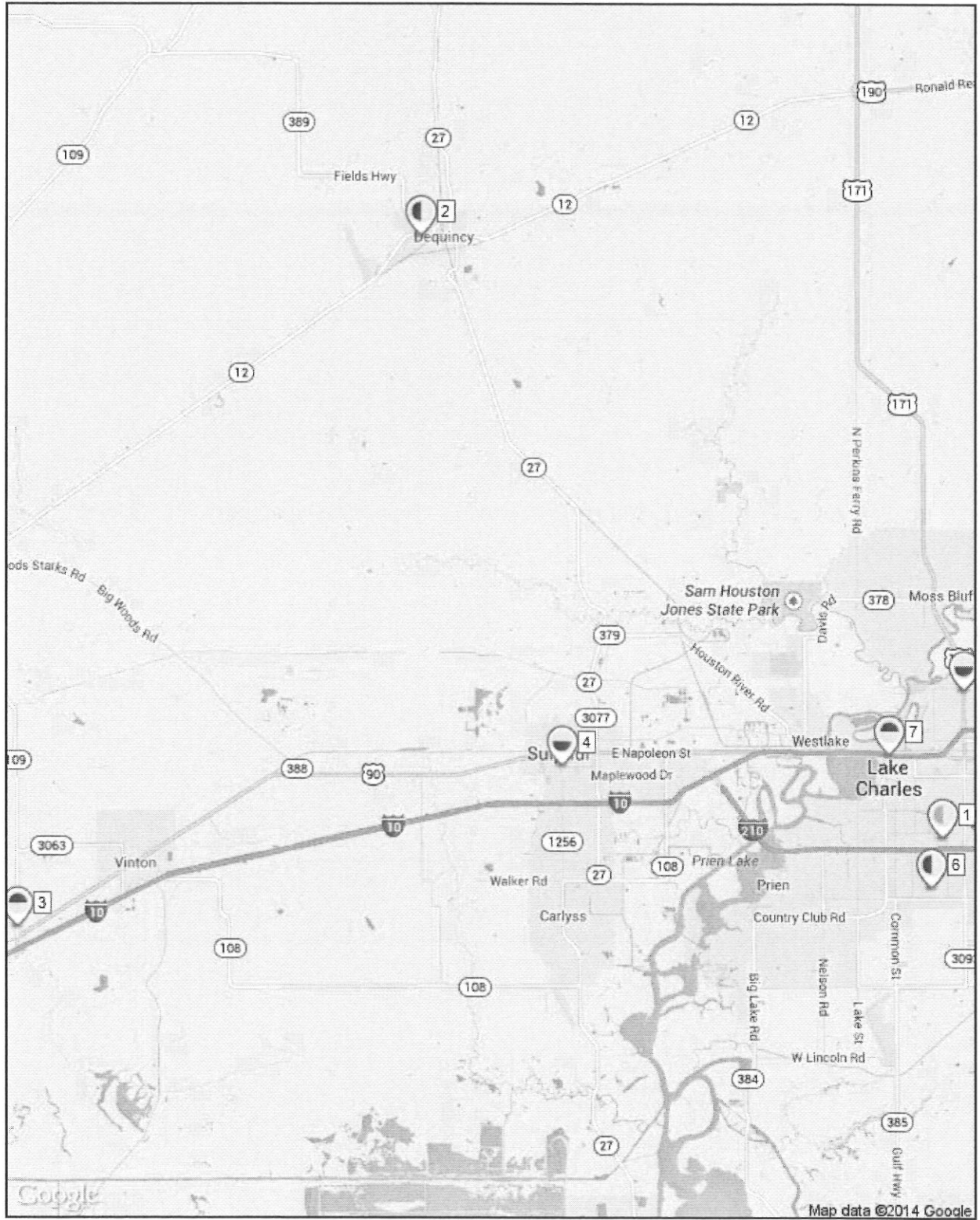
Map #1





Calcasieu Parish Library

Map #1





Location # 7



Market:	LAKE CHARLES
Panel:	3120
TAB Unique ID:	367420
Location:	W/S RYAN N/O PINE
Lat/Long:	30.2327/-93.2175
Media/Style:	Poster/Retro
*Weekly Impressions:	1189
Copy Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6" x 22' 9"
Facing/Read:	South/Left
Illuminated:	YES
Rate:	\$275.00
Current Advertiser:	MCKENZIE PEST CONTROL

*Impression values based on: 18+



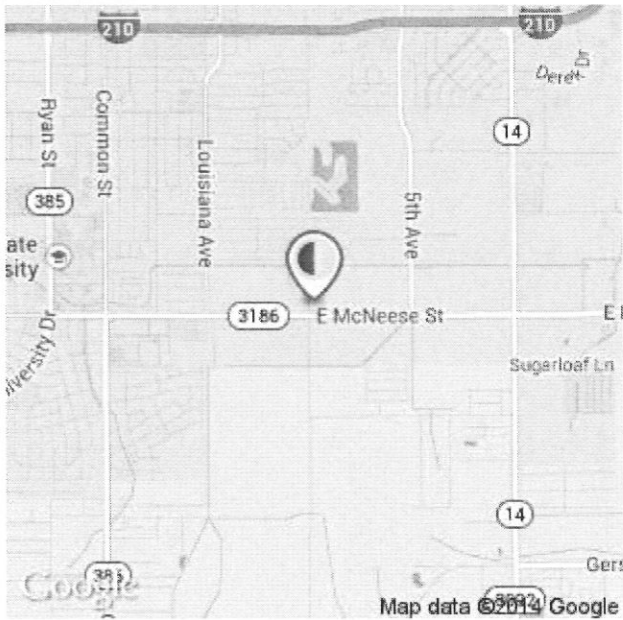
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 6



Market:	LAKE CHARLES
Panel:	9501
TAB Unique ID:	367869
Location:	S/S MCNEESE E/O SOUTH PARK
Lat/Long:	30.1764/-93.1965
Media/Style:	Poster/Retro
*Weekly Impressions:	26475
Copy Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6" x 22' 9"
Facing/Read:	East/Left
Illuminated:	NO
Rate:	\$275.00

*Impression values based on: 18+



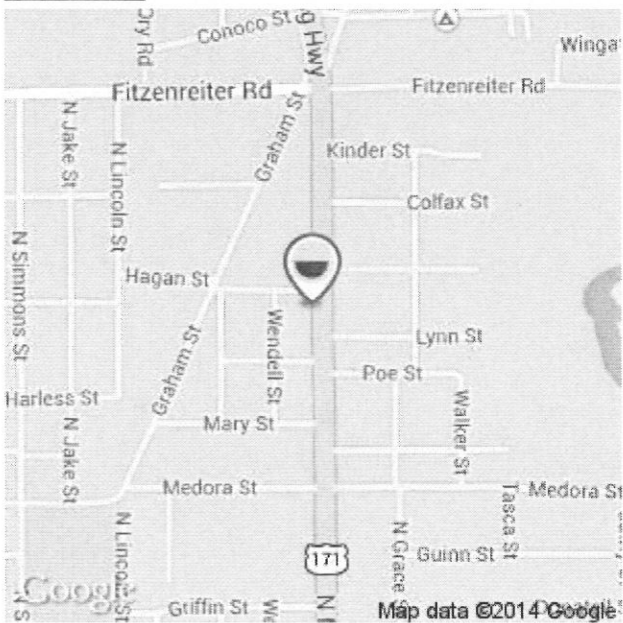
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 5



Market: LAKE CHARLES
Panel: 9702

TAB Unique ID: 580221
Location: W/S HWY 171 S/O HAGAN
Lat/Long: 30.2601/-93.1808
Media/Style: Poster/Retro
***Weekly Impressions:** 66079
Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)
Vinyl Size: 10' 6" x 22' 9"
Facing/Read: North/Right
Illuminated: NO
Rate: \$275.00
Current Advertiser: 505 IMPORTS

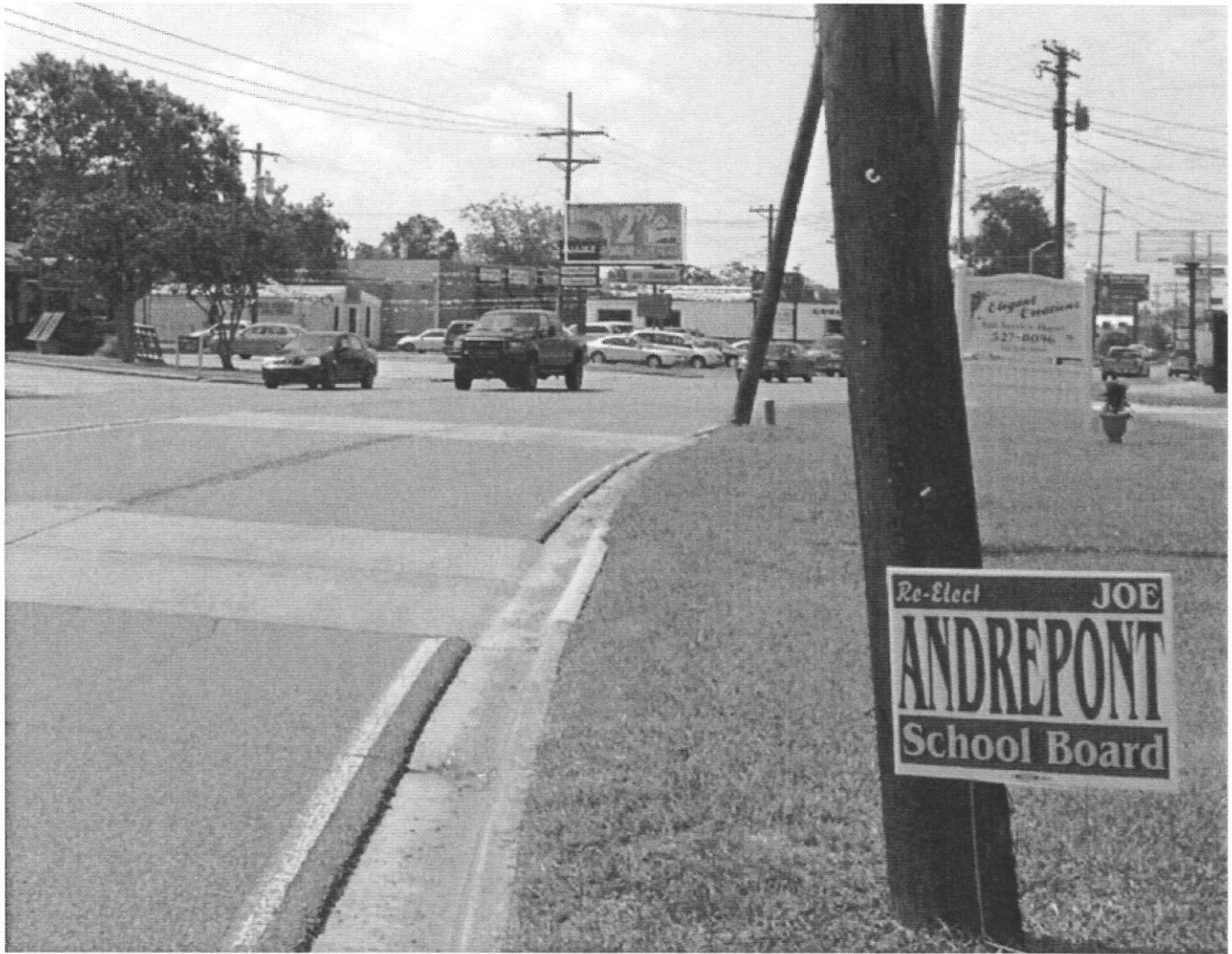
*Impression values based on: 18+



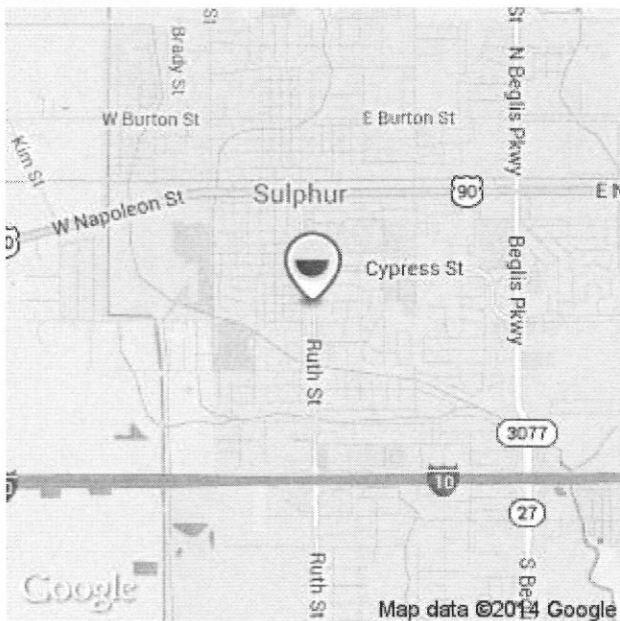
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 4



Market:	SULPHUR
Panel:	9321
TAB Unique ID:	367842
Location:	E/S RUTH N/O RODDAM
Lat/Long:	30.2279/-93.3765
Media/Style:	Poster/Retro
*Weekly Impressions:	16449
Copy Size:	10' 6" x 22' 9" <u>Spec Sheet</u>
Vinyl Size:	10' 6" x 22' 9"
Facing/Read:	North/Left
Illuminated:	NO
Rate:	\$275.00
Current Advertiser:	MCDONALD'S OF LAKE CHARLES

*Impression values based on: 18+



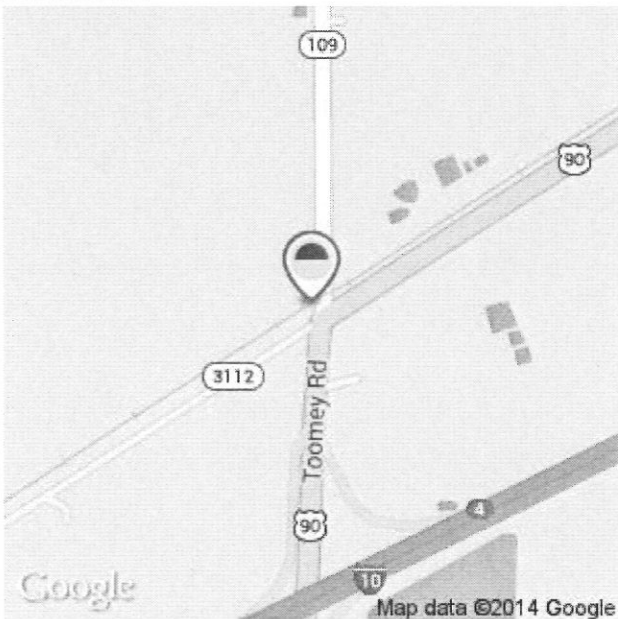
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 3



Market:	VINTON
Panel:	9773
TAB Unique ID:	7402208
Location:	W/S HWY 109 N/O HWY 90
Lat/Long:	30.1598/-93.6382
Media/Style:	Poster/Retro
*Weekly Impressions:	6049
Copy Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6" x 22' 9"
Facing/Read:	South/Left
Illuminated:	NO
Rate:	\$275.00
Current Advertiser:	LOUISIANA POWER EQUIPMENT

*Impression values based on: 18+



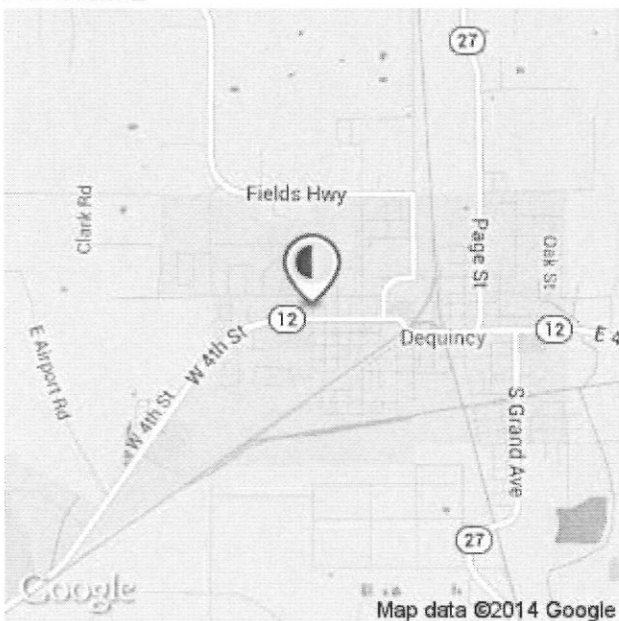
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 2



Market:	DE QUINCY
Panel:	464
TAB Unique ID:	367578
Location:	N/S HWY 12 W/O OVERTON STREET (BOT)
Lat/Long:	30.4521/-93.4442
Media/Style:	Junior Poster/Classic
*Weekly Impressions:	7856
Copy Size:	5' 10" x 11' 10" Spec Sheet
Vinyl Size:	7' 0" x 13' 0"
Facing/Read:	East/Right
Illuminated:	NO
Rate:	\$150.00
Current Advertiser:	EXIT REAL ESTATE CONSULTANTS

*Impression values based on: 18+



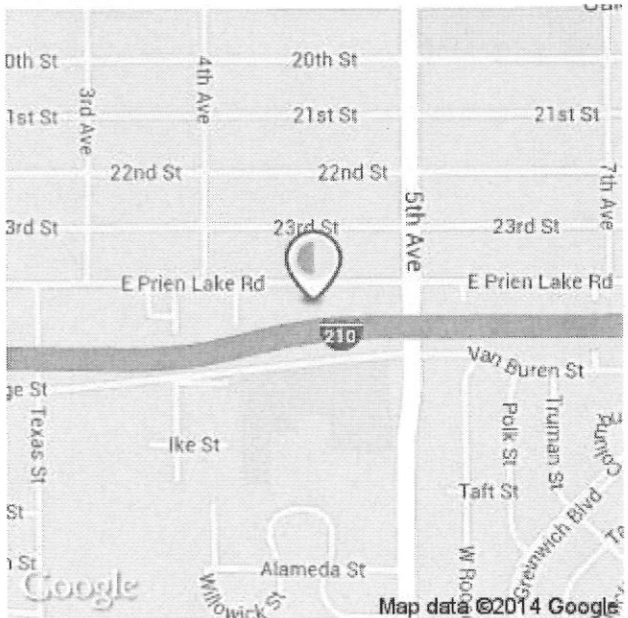
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Location # 1



Market:	LAKE CHARLES
Panel:	80000
TAB Unique ID:	7402157
Location:	N/S I-210 W/O 5TH AVE
Lat/Long:	30.1977/-93.1913
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	178256
Copy Size:	10' 6" x 36' 0" Spec Sheet
Facing/Read:	East/Right
# of slots:	6
Dwell Time:	8
Guar. spots per day:	1665

*Impression values based on: 18+



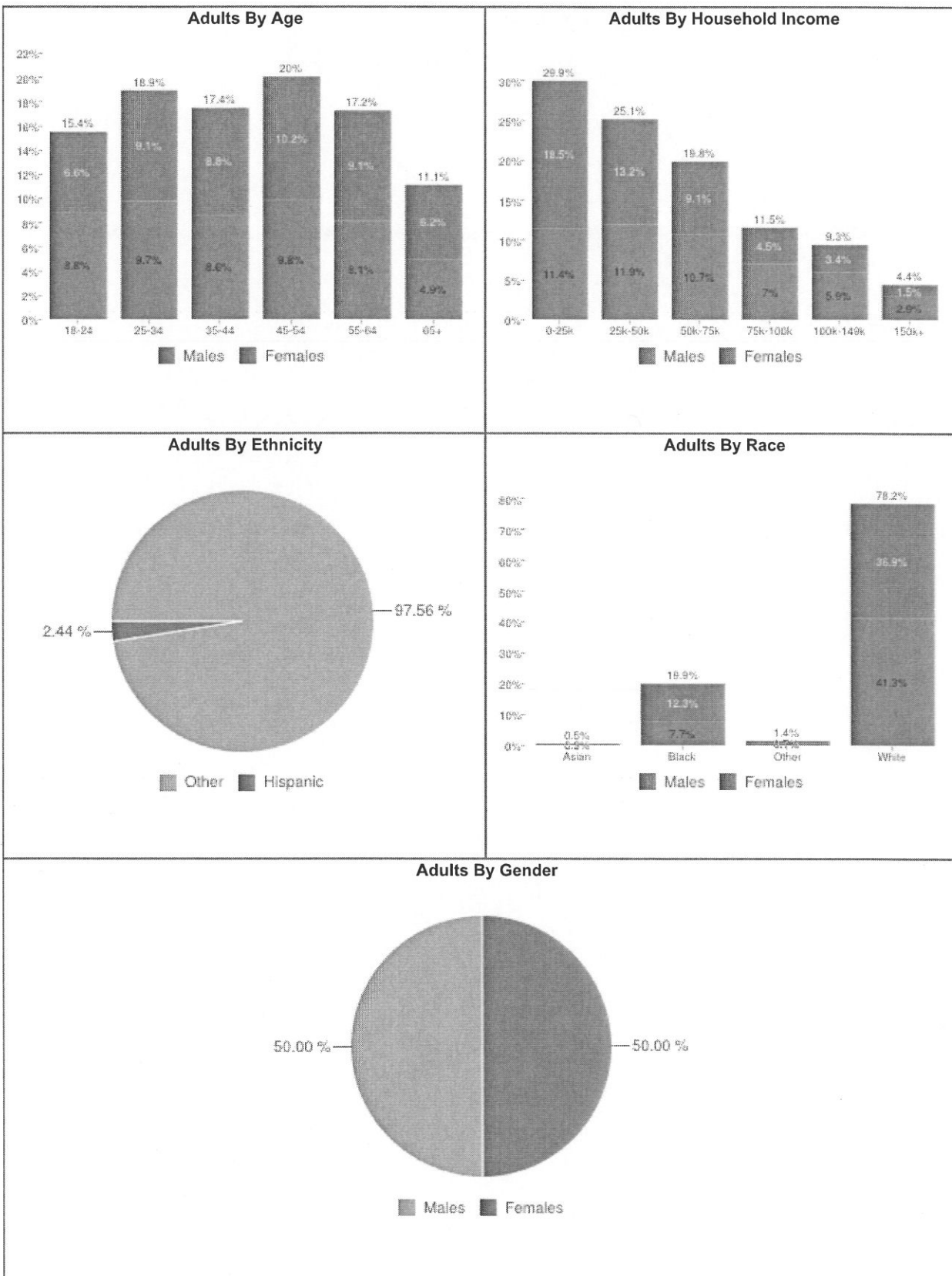
Lake Charles, LA

877-526-2752

Physical Address: 309 Reilly Dr., Lake Charles, LA 70615
 Mailing Address: P.O. Box 17070, Lake Charles, LA 70616



Calcasieu Parish Library



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.



Calcasieu Parish Library

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	80000	7402157	Permanent Bulletin / Digital	East	10' 6" x 36' 0"	178256	YES

Location: N/S I-210 W/O 5TH AVE

Current Advertiser: PICCADILLY

Rate: \$950.00

	2	464	367578	Junior Poster / Classic	East	5' 10" x 11' 10"	7856	NO
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Location: N/S HWY 12 W/O OVERTON STREET (BOT)

Current Advertiser: EXIT REAL ESTATE CONSULTANTS

Rate: \$150.00

	3	9773	7402208	Poster / Retro	South	10' 6" x 22' 9"	6049	NO
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Location: W/S HWY 109 N/O HWY 90

Current Advertiser: LOUISIANA POWER EQUIPMENT

Rate: \$275.00

	4	9321	367842	Poster / Retro	North	10' 6" x 22' 9"	16449	NO
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Location: E/S RUTH N/O RODDAM

Current Advertiser: MCDONALD'S OF LAKE CHARLES

Rate: \$275.00

	5	9702	580221	Poster / Retro	North	10' 6" x 22' 9"	66079	NO
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Location: W/S HWY 171 S/O HAGAN

Current Advertiser: 505 IMPORTS

Rate: \$275.00

	6	9501	367869	Poster / Retro	East	10' 6" x 22' 9"	26475	NO
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Location: S/S MCNEESE E/O SOUTH PARK

Rate: \$275.00

	7	3120	367420	Poster / Retro	South	10' 6" x 22' 9"	1189	YES
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Location: W/S RYAN N/O PINE

Current Advertiser: MCKENZIE PEST CONTROL

Rate: \$275.00

Total Weekly Impressions: 302353