

WHITE PLAINS BID

Clear Channel OUTDOOR :: WESTCHESTER, NEW YORK

OUT WOWS.



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November 3, 2011

Dear White Plains BID Member:

In an effort to offer White Plains BID members marketing opportunities at competitive prices, we are pleased to announce that the White Plains BID is continuing its partnership with Clear Channel Outdoor. Our partnership entitles White Plains BID members a discount up to 40% off the published rates on Clear Channel's digital advertising displays throughout the city of White Plains.

In addition, Clear Channel Outdoor has a creative department that is available to assist with any design needs, from client logos and images, to overall creative concepts. Their skilled team can provide creative solutions from start to finish at no additional cost.

As you can see from the attached information, there are now a total of 15 digital displays in two sizes. The 5 digital banner size displays, on Network 1, are the ones available to our members with this offer. If you are interested in learning more about this unique opportunity and how your business can benefit from it, please contact Joe Turner at (914)227-5099 or joeturner@clearchannel.com.

I hope you take the opportunity to incorporate this new technology into your marketing plans.

Regards,
Mr. Kevin Nunn

Executive Director

WHY DIGITAL?

The Westchester Digital Outdoor Network offers premium, high-profile digital displays and delivers outstanding break-through value and leadership positioning.



NETWORK 1

6'H x 3'3"W Digital Banner Network
(5 displays)



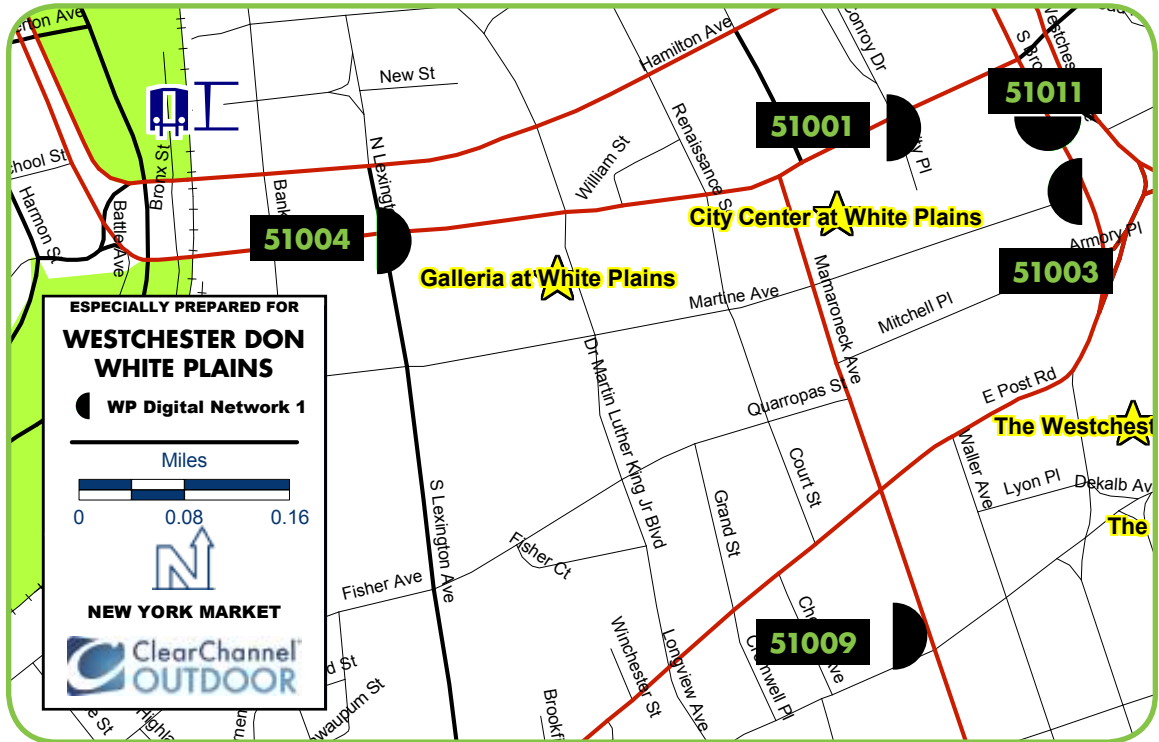
NETWORK 2 & 3

(2) 6'h x 10'8"w Digital Junior Poster Networks
(5 displays per network)

FEATURES / BENEFITS

- **Immediate delivery** of your targeted messages to impact your audience.
- Ability to **update your own messages in real time** to engage your consumers.
- **Unparalleled flexibility** to target and adapt your messages to the exact audience you are trying to reach.
- **Unlimited creative executions** to showcase every aspect of your product, services and image.
- **Premium, personalized services** for designing, scheduling and monitoring to help you tap into the power of digital.

NETWORK 1



2012 WHITE PLAINS BID RATES

FULL ROTATION - NETWORK 1 Digital Banner (6'h x 3'3"w)

# OF WEEKS	# OF DISPLAYS	SPOTS / DAY PER DISPLAY	# OF SPOTS	4-WEEK NET RATE	TOTAL COST
1	5	1,250	43,750	N/A	\$750
4	5	1,250	175,000	\$2,000	\$2,000
24	5	1,250	1,050,000	\$1,750	\$10,500
52	5	1,250	2,275,000	\$1,500	\$19,500

* Estimated Total DEC for Network 1 is 110,000. (Final count subject to TAB audit in January 2012).

For more information, please contact **Joe Turner**
P 914.227.5099 **E** JoeTurner@clearchannel.com

