



2015 – SHIIP POP Report (RFP 12-001099)

**Presented by Clay Bryant
May 13, 2015**

Douglas Displays

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[Cost Summary]

There are a total of 21 billboards in the proposal. Covering all 10 counties plus a bonus county for free (Scotland County).

Space cost comes to \$52,326.00

Production cost comes to \$7,496.38

Grand Total of \$59,822.38

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7506 East Independence Blvd., Ste 124 Charlotte, NC 28227
(704) 536-3844 www.douglasdisplays.com

[Richmond County]

US 74 @ Crowsons Automotive

Panel: LET-4419

Type: Bulletin

Description: Right Read / Eastbound

Size: 10'6" x 29'

Illumination: Yes

TAB OOH Rating: 59,705

Rate: \$829.00

Contract Term: 6 Months

Production Cost: \$349.28

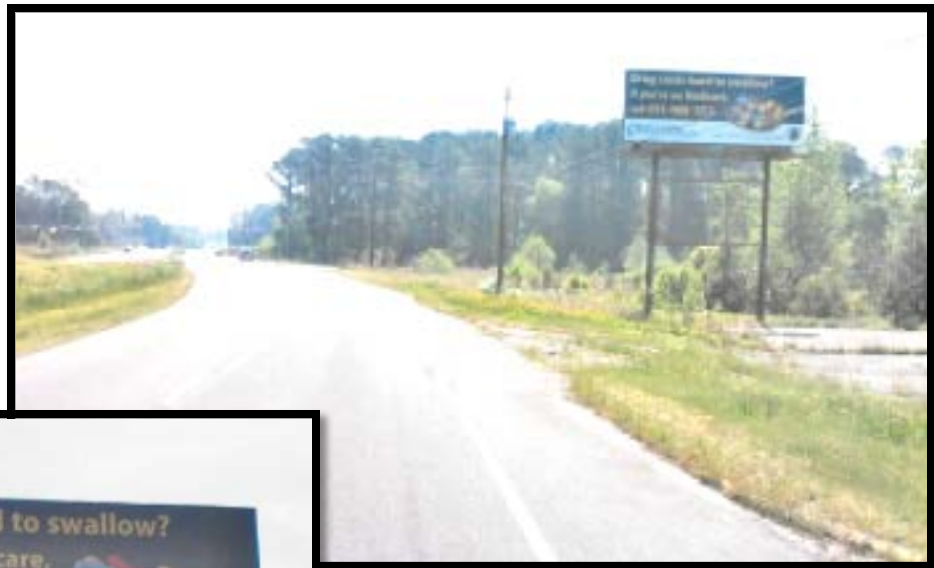
City: Hamlet

County: Richmond

State: NC

Latitude: 34.9118

Longitude: -79.7274



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[Scotland County]

US 401 N - 3 miles N/O US 501 - **Bonus Board**

Panel: LET-5473

Type: Bulletin

Description: Right Read / Southbound

Size: 10'x40'

Illumination: Yes

TAB OOH Rating: 17,438

Rate: \$0.00 Free

Contract Term: 6 months

Production Cost: \$440.00

City: Laurinburg

County: Scotland

State: NC

Latitude: 34.8119

Longitude: -79.4294



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[Nash County]

Hwy 301 @ Nash/Wilson County Line

Panel: BDY-3

Type: Bulletin

Description: Right Read / Northbound

Size: 10'x32'

Illumination: Yes

DEC: 7,334 (Daily)

Rate: \$350.00

Contract Term: 6 Months

Production Cost: \$364.00

City: Sharpsburg

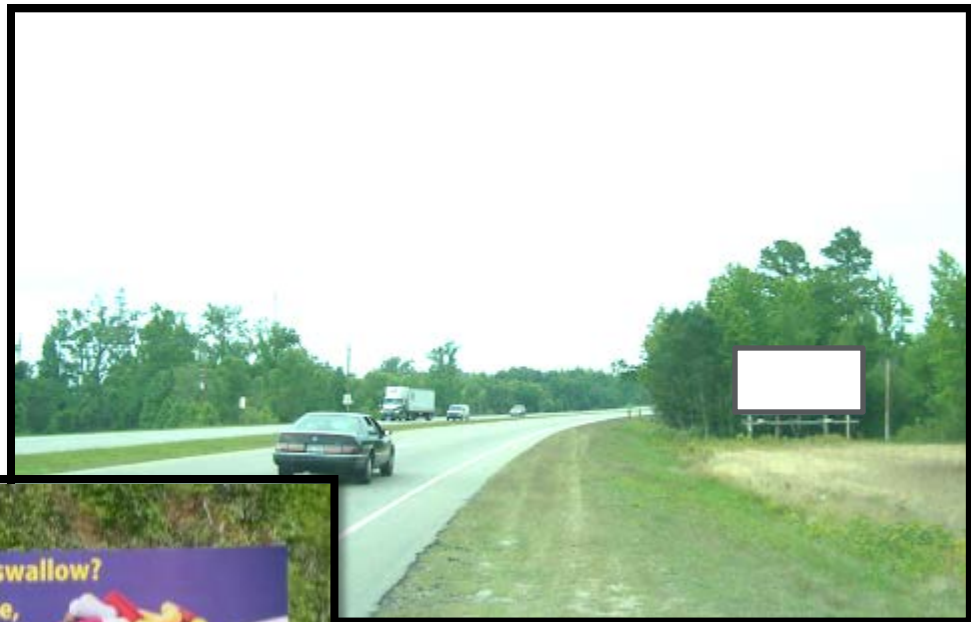
County: Nash

State: NC

Latitude: 35.84338

Longitude: -77.85333

Comments: The Edgecombe county line is also just on the other side of the road about 0.1 a mile on right.



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[Nash County]

Hwy 301 - .5 miles N/O Jct. N. Church St.

Panel: BDY-1

Type: Bulletin

Description: Left Read / Northbound

Size: 10'6" x 28'

Illumination: Yes

DEC: 17,335 (Daily)

Rate: \$465.00

Contract Term: 6 Months

Production Cost: \$339.30

City: Rocky Mount

County: Nash

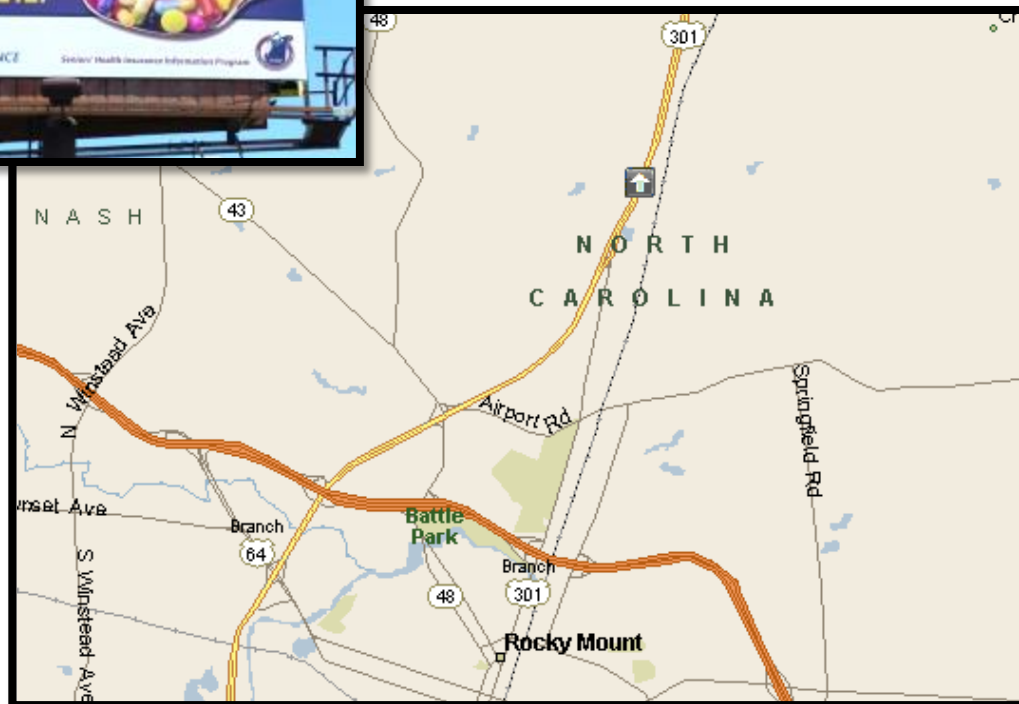
State: NC

Latitude: 35.997715

Longitude: -77.7774

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[Johnston County]

Hwy 70 - .1 mile E/O Bear Farm Rd. -

Bonus Board

Panel: INT-214.56W

Type: Digital Bulletin

Description: Left Read / Eastbound

Size: 14'x48'

Illumination: Yes

DEC: 19,230 (Daily)

Rate: \$0.00 Free

Contract Term: 1 Month

Production Cost: n/a

City: Wilsons Mills

County: Johnston

State: NC

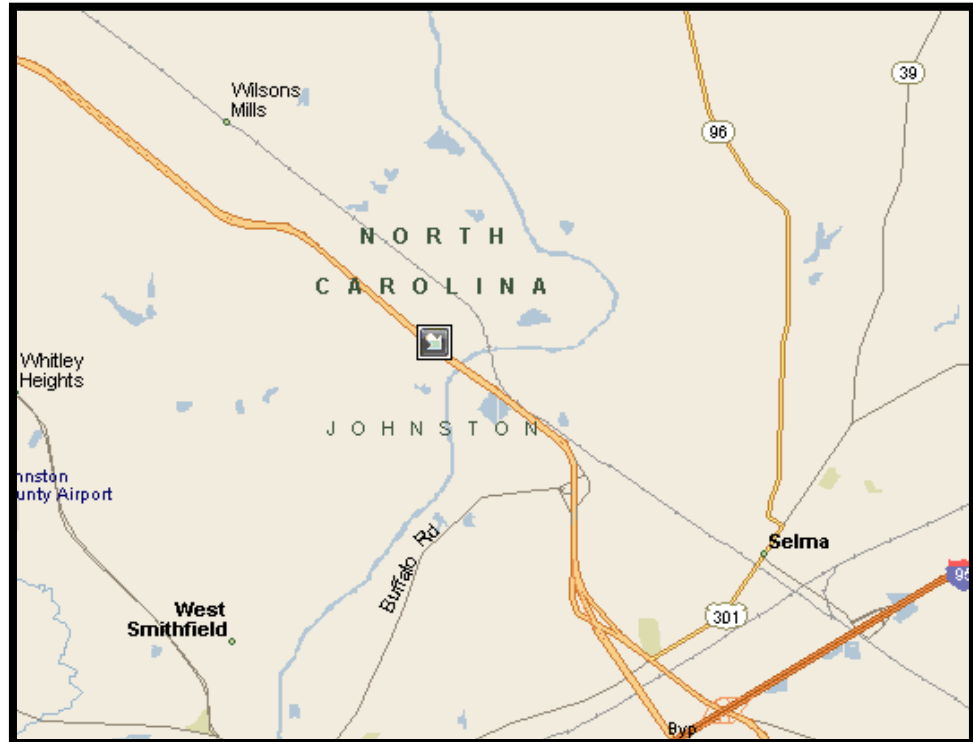
Latitude: 35.5599

Longitude: -78.3286

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Photo Forthcoming



[Nash County]

Hwy 64 Byp - .5 miles E/O I-95

Panel: LRM-1864

Type: Bulletin

Description: Right Read / Westbound

Size: 10'6"x36'

Illumination: Yes

TAB OOH Rating: 138,345

Rate: \$825.00

Contract Term: 6 Months

Production Cost: \$419.10

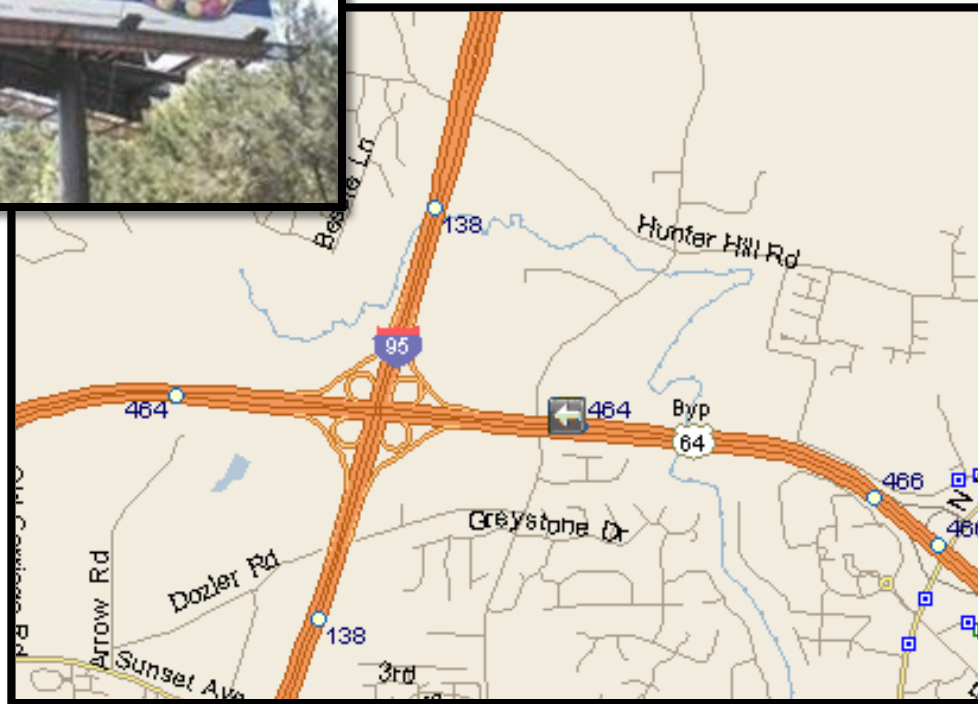
City: Rocky Mount

County: Nash

State: NC

Latitude: 35.9817

Longitude: -77.867



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[Jones County]

Hwy 70 - 4.5 miles E/O Hwy 258

Panel: CAP-298LX

Type: Bulletin

Description: Left Read / Westbound

Size: 18' x 24'

Illumination: Yes

DEC: 25,500 (Daily)

Rate: \$353.00

Contract Term: 6 Months

Production Cost: \$470.40

City: Wise Forks

County: Jones

State: NC

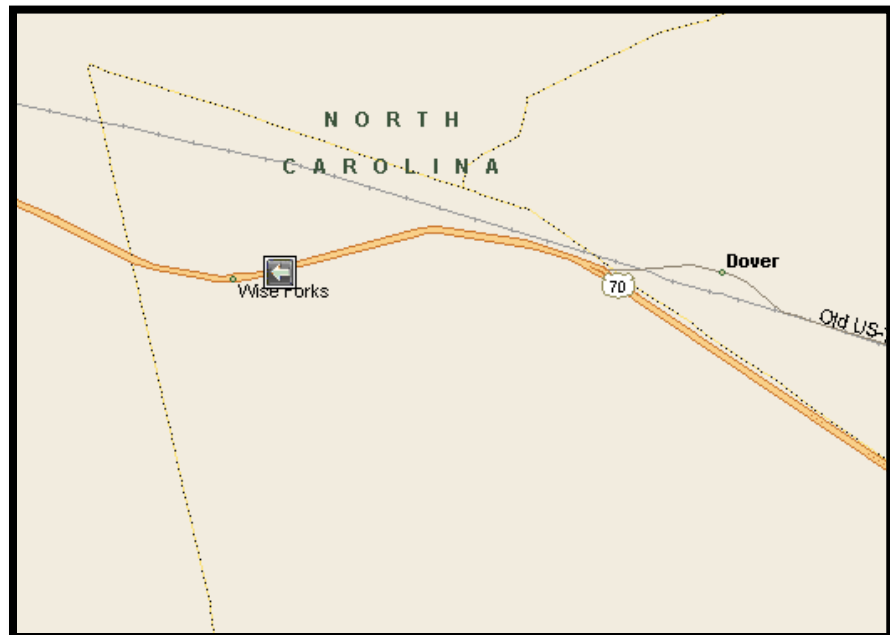
Latitude: 35.21858

Longitude: -77.49987

Comments: This location will also get the beach traffic that will get your Raleigh people traveling to the beach.

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[Jones County]

Hwy 17 - 1 mile N/O Pollocksville

Panel: CAP-289LX

Type: Bulletin

Description: Left Read / Northbound

Size: 10' x 30'

Illumination: Yes

DEC: 21,200 (Daily)

Rate: \$471.00

Contract Term: 6 Months

Production Cost: \$345.00

City: Pollocksville

County: Jones

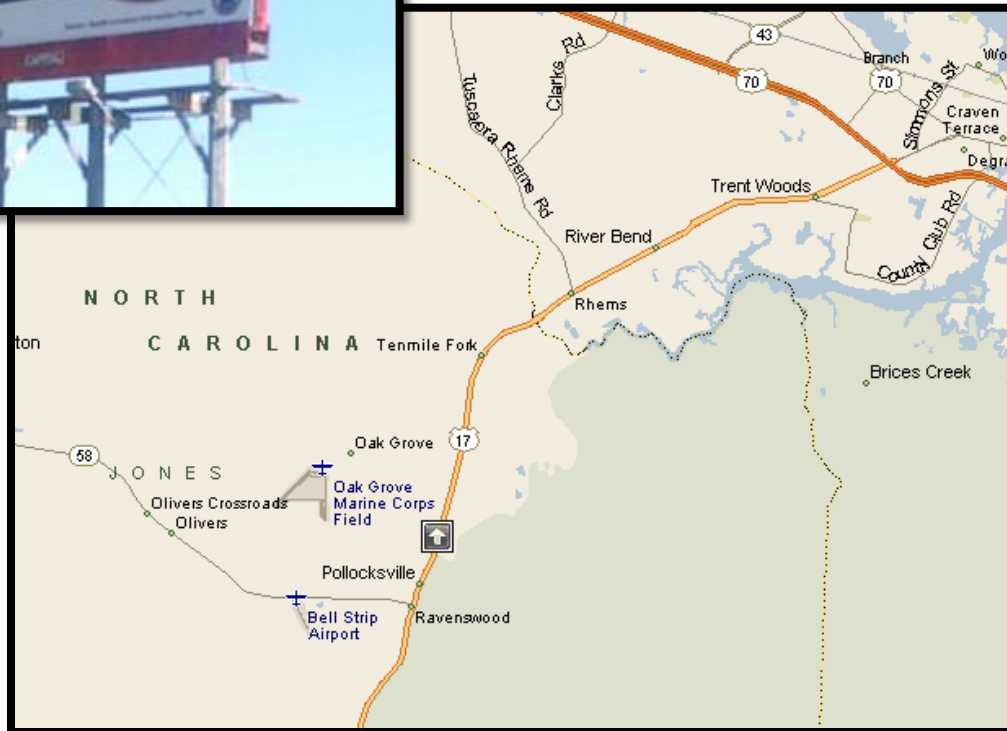
State: NC

Latitude: 35.014324

Longitude: -77.21775

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[Washington County]

Hwy 64 Bypass - 2 miles W/O Creswell

Panel: CAP-191RX

Type: Bulletin

Description: Right Read / Westbound

Size: 10' x 40'

Illumination: Yes

DEC: 17,000 (Daily)

Rate: \$471.00

Contract Term: 6 Months

Production Cost: \$440.00

City: Creswell

County: Washington

State: NC

Latitude: 35.88609

Longitude: -76.42146

Comments: Reaches Tyrrell County people as well. Not far from the County line.



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Out-of-Home Media Specialists

[Pamlico County]

Hwy 306 - .8 miles S/O Jct NC 55

Panel: LRM-401

Type: Perm Poster

Description: Right Read / Northbound

Size: 10'6.5" x 22'9.5"

Illumination: Yes

TAB OOH Rating: 13,071

Rate: \$383.00

Contract Term: 6 Months

Production Cost: \$288.26

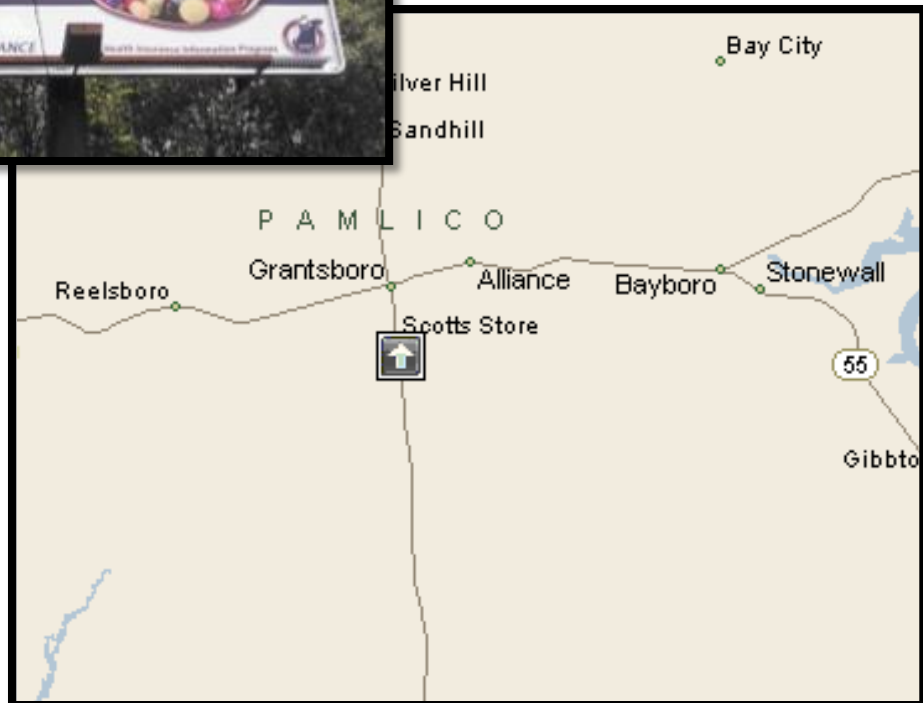
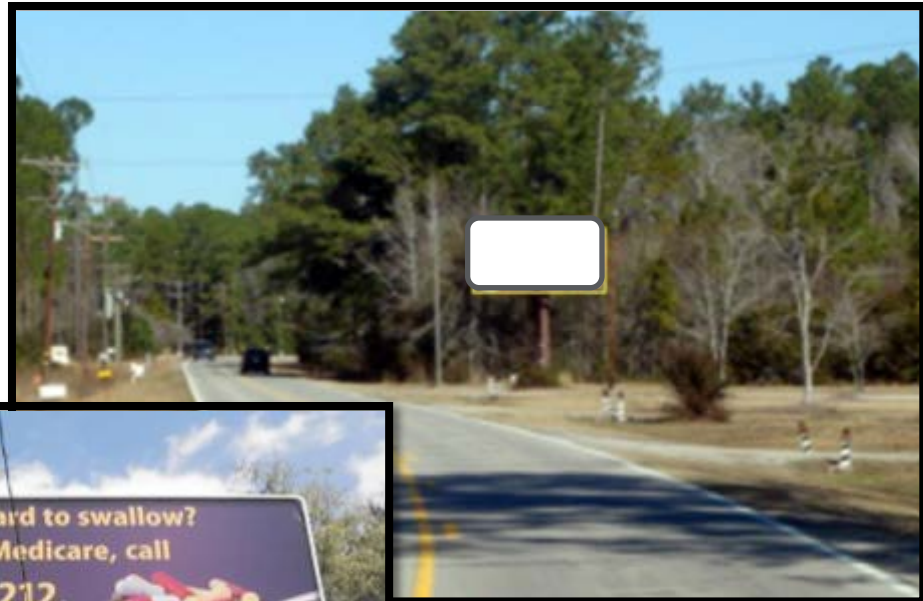
City: Bayboro

County: Pamlico

State: NC

Latitude: 35.1279

Longitude: -76.8404



Douglas Displays

Out-of-Home Media Specialists



[Pamlico County]

Hwy 306 - 1 mile N/O Jct NC 55

Panel: LRM-403

Type: Perm Poster

Description: Right Read / Southbound

Size: 10'6.5" x 22'9.5"

Illumination: No

TAB OOH Rating: 9,620

Rate: \$120.00

Contract Term: 6 Months

Production Cost: \$288.26

City: Bayboro

County: Pamlico

State: NC

Latitude: 35.1537

Longitude: -76.8454



Douglas Displays

Out-of-Home Media Specialists



[Halifax County]

Hwy 301 - .25 miles N/O NC 481

Panel: LRM-253

Type: Perm Poster

Description: Right Read / Southbound

Size: 10'6.5" x 22'9.5"

Illumination: No

TAB OOH Rating: 13,843

Rate: \$295.00

Contract Term: 6 Months

Production Cost: \$288.26

City: Enfield

County: Halifax

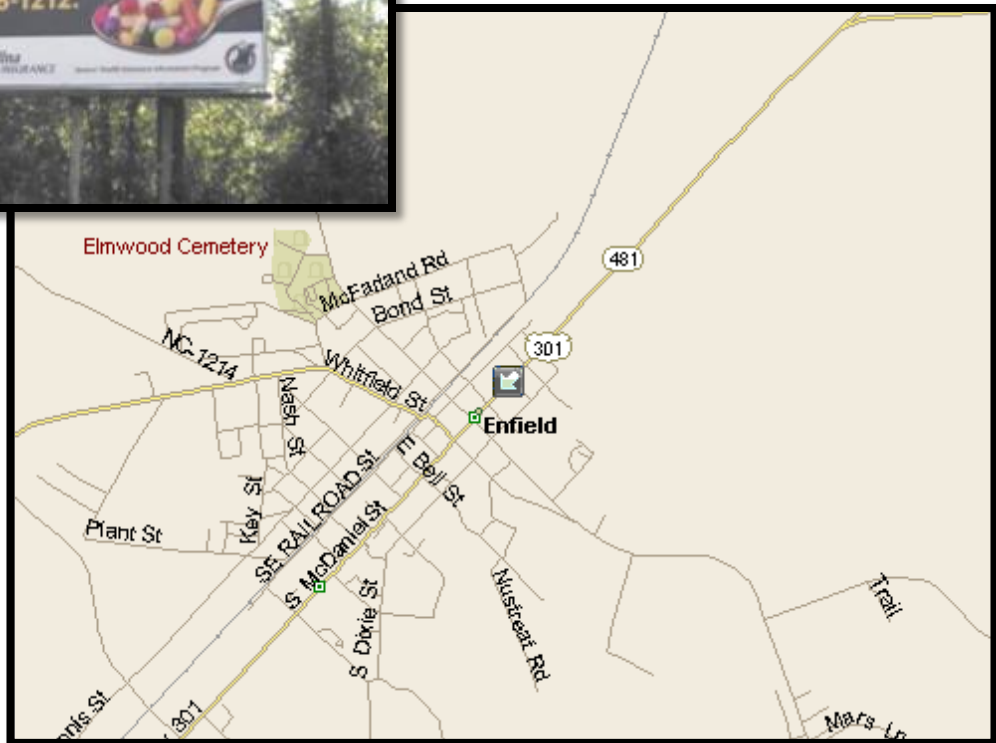
State: NC

Latitude: 36.1825

Longitude: -77.6613

Douglas Displays

Out-of-Home Media Specialists



[Halifax County]

I-95 at MM 160

Panel: BDY-2

Type: Bulletin

Description: Right Read / Southbound

Size: 10'6" x 36'

Illumination: Yes

DEC: 23,335 (Daily)

Rate: \$589.00

Contract Term: 6 Months

Production Cost: \$419.10

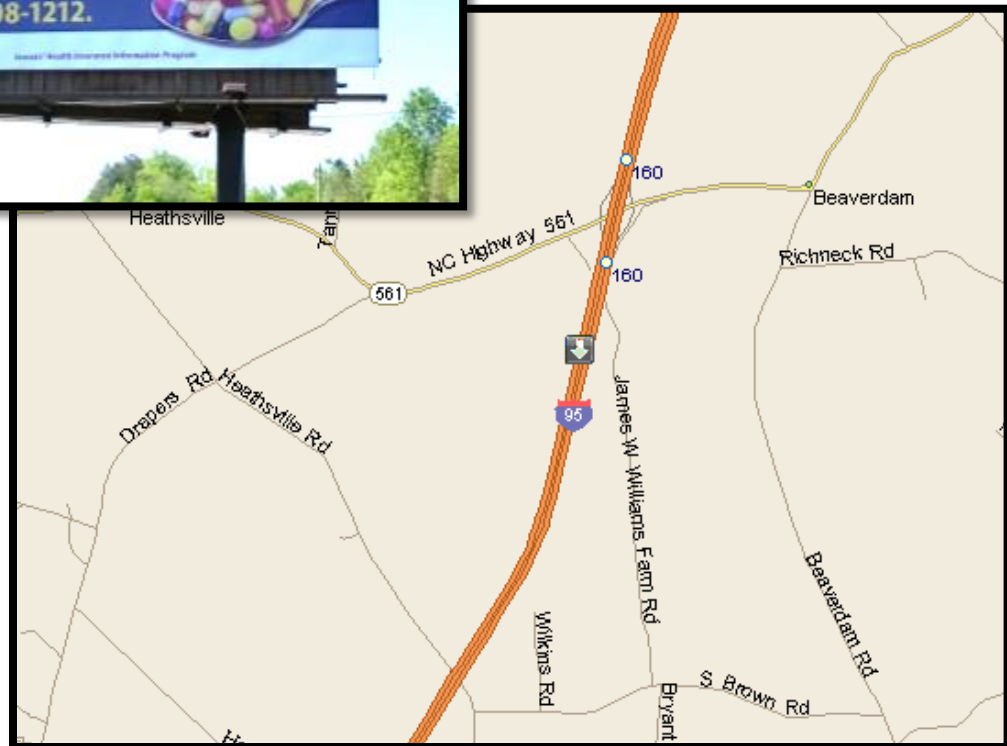
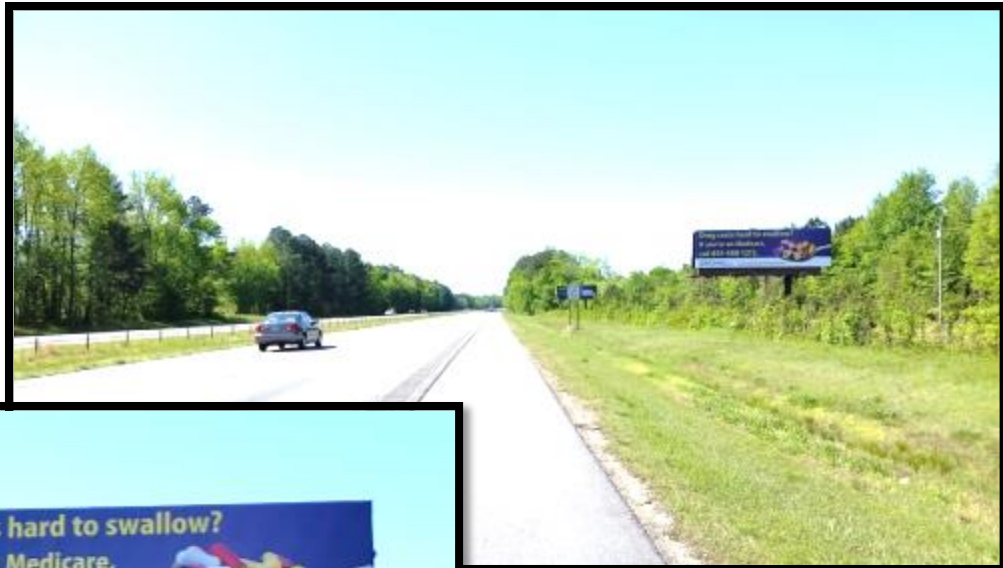
City: Heathsville

County: Halifax

State: NC

Latitude: 36.26052

Longitude: -77.72526



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[Camden County]

Hwy 343 @ Bunker Hill Rd.

Panel: AMB-231

Type: Bulletin

Description: Right Read / Southbound

Size: 8'x24'

Illumination: No

DEC: 2,376 (Daily)

Rate: \$180.00

Contract Term: 6 Months

Production Cost: \$242.40

City: South Mills

County: Camden

State: NC

Latitude: 36.440948

Longitude: -76.314437



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7506 East Independence Blvd., Ste 124 Charlotte, NC 28227
(704) 536-3844 www.douglasdisplays.com

[Camden County]

Hwy 17 - .5 miles S/O Hi Rise Bridge

Panel: AMB-236

Type: Bulletin

Description: Left Read / Northbound

Size: 10' x 32'

Illumination: Yes

DEC: 10,560 (Daily)

Rate: \$530.00

Contract Term: 6 Months

Production Cost: \$364.00

City: South Mills

County: Camden

State: NC

Latitude: 36.441223

Longitude: -76.339569



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[Craven County]

Hwy 17 - .9 miles S/O Shoreline Dr.

Panel: INT-S111055S

Type: Bulletin

Description: Right Read / Northbound

Size: 12' x 32'

Illumination: Yes

DEC: 11,600 (Daily)

Rate: \$415.00

Contract Term: 6 Months

Production Cost: \$405.60

City: New Bern

County: Camden

State: NC

Latitude: 35.0763

Longitude: -77.16933

Douglas Displays

Out-of-Home Media Specialists



[Camden County]

**US 158 Camden Causeway -
1.6 miles E/O N. Water St.**

Panel: ROG-120

Type: Bulletin

Description: Right Read / Westbound

Size: 8' x 28'

Illumination: Yes

DEC: 8,671 (Daily)

Rate: \$353.00

Contract Term: 6 Months

Production Cost: \$272.80

City: Camden

County: Camden

State: NC

Latitude: 36.3075

Longitude: -76.19085

Douglas Displays

Out-of-Home Media Specialists



[Craven County]

Hwy 70 - .2 miles W/O E. Camp Kiro Rd.

Panel: INT-S110372W

Type: Bulletin

Description: Left Read / Eastbound

Size: 10'x30'

Illumination: Yes

DEC: 15,000 (Daily)

Rate: \$559.00

Contract Term: 6 Months

Production Cost: \$345.00

City: New Bern

County: Craven

State: NC

Latitude: 35.012

Longitude: -76.9915



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[Craven County]

Hwy 43 - .1 mile S/O SR 1476 Wilmar Rd.

Panel: LRM-5664

Type: Perm Poster

Description: Right Read / Southbound

Size: 10'6.5"x22'9.5"

Illumination: No

TAB OOH Rating: 11,606

Rate: \$120.00

Contract Term: 6 Months

Production Cost: \$288.26

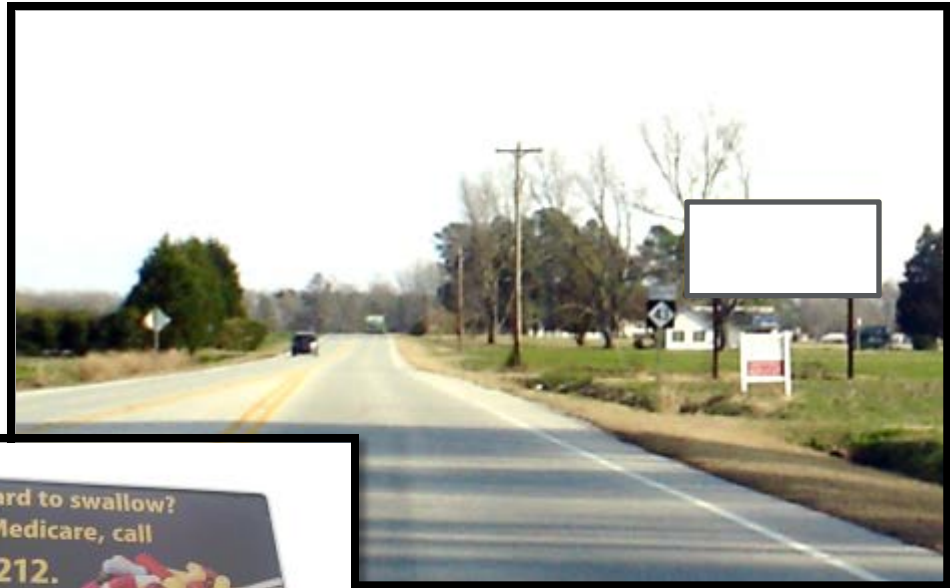
City: Vanceboro

County: Craven

State: NC

Latitude: 35.3764

Longitude: -77.2151



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Out-of-Home Media Specialists

[Vance County]

**414 US 1 Bus (Raleigh Rd) -
.6 miles S/O US 158**

Panel: FWR-3008

Type: Poster

Description: Left Read / Northbound

Size: 10.41' x 22.66'

Illumination: Yes

TAB OOH Rating: 39,119

Rate: \$763.00

Contract Term: 6 Months

Production Cost: \$420.00

City: Henderson

County: Vance

State: NC

Latitude: 36.31333

Longitude: -78.41044



Douglas Displays

Out-of-Home Media Specialists

[Edgecombe County]

Hwy 64 Byp - .9 miles W/O Jct NC 33

Panel: LRM-147

Type: Bulletin

Description: Left Read / Eastbound

Size: 10'6" x 36'

Illumination: Yes

TAB OOH Rating: 38,605

Rate: \$530.00

Contract Term: 6 Months

Production Cost: \$419.10

City: Tarboro

County: Edgecombe

State: NC

Latitude: 35.8815

Longitude: -77.5296



Douglas Displays

Out-of-Home Media Specialists

[Edgecombe County]

Hwy 64 Bus - .1 mile W/O Jct Hwy 258

Panel: LRM-175

Type: Perm Poster

Description: Right Read / Southbound (Right Panel)

Size: 10'6.5"x22'9.5"

Illumination: No

TAB 00H Rating: 24,018

Rate: \$120.00

Contract Term: 6 Months

Production Cost: \$288.26

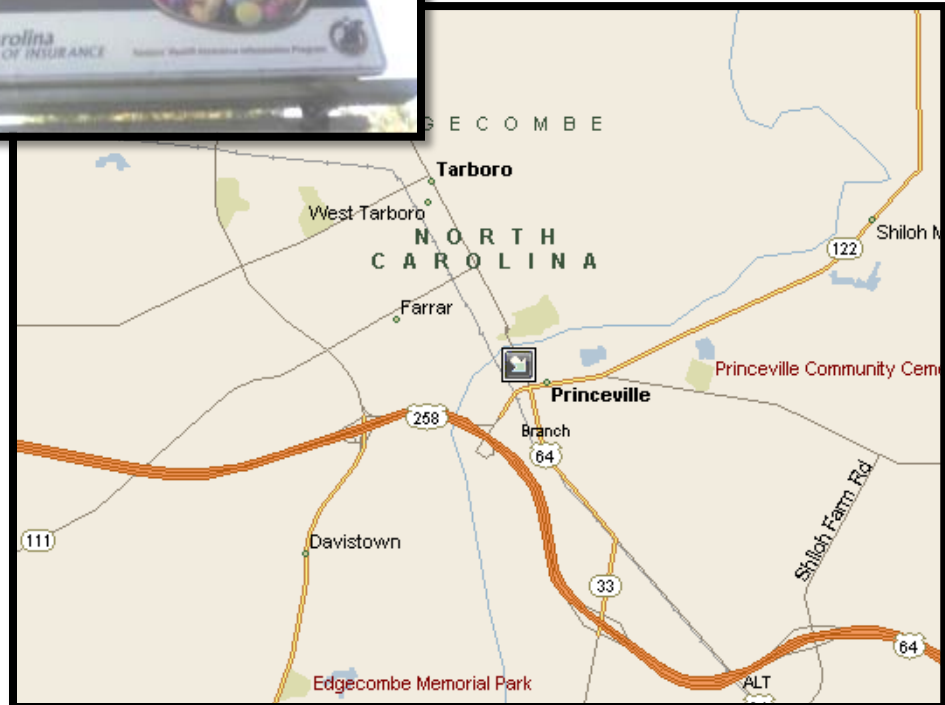
City: Tarboro

County: Edgecombe

State: NC

Latitude: 35.8919

Longitude: -77.532



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**Drug costs hard to swallow?
If you're on Medicare,
call 855-408-1212.**



Seniors' Health Insurance Information Program





PROOF APPROVAL FORM

3 1/8"

THANK YOU
For choosing



This is the Proof Copy of your Coupon for Account # : PCC5884501

STORE LOCATION

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121 BRIDGETOWN BLVD
NEW BERN

Beginning the week
of 10/19/15

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1-855-408-1212

www.ncshiip.com



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Information Program**

North Carolina Department of Insurance

Date

**Please respond within
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of this proof.**

**To confirm or correct, please reply
via email, or fax this form to**

1-800-400-1755

**Additional methods of contact can be found
on either the cover page that came with
this fax, or in the body of the email that
this proof was attached to.**

Advertiser Signature

Date

**Please check all information thoroughly. This is your only proof. We will gladly correct mistakes before printing.
Should you require a copy of the final corrected ad, please request it when submitting your changes.**

**Your ad will run as approved for the cycle which begins on the date specified above at the rate
specified on your contract. Expiration dates will be adjusted appropriately.**

ONCE APPROVED, WE WILL NOT BE HELD RESPONSIBLE FOR ANY INACCURACIES, SO PLEASE READ ALL BEFORE SIGNING.

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