

# DallasOOH Digital Bulletin Inventory



NEW DIGITAL BULLETIN LOCATION LIVE November 8, 2020

Location: State Hwy. 121 2.5 mi. s/o Dallas North Tollway WL SF

Size: 14'h x 48'w

Latitude: 33.078005

Longitude: -96.863725

DEC: 230,000

Digital Spots: Eight (8) 8-second spots (0:08) advertising spots within a 64 second cycle.

Geopath Panel ID #: 30996416

Vendor Inventory # TB1NF and TB1SF Location targets all 121 traffic commuting to Dallas N. Tollway, Frisco, Plano, Allen, and McKinney.

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