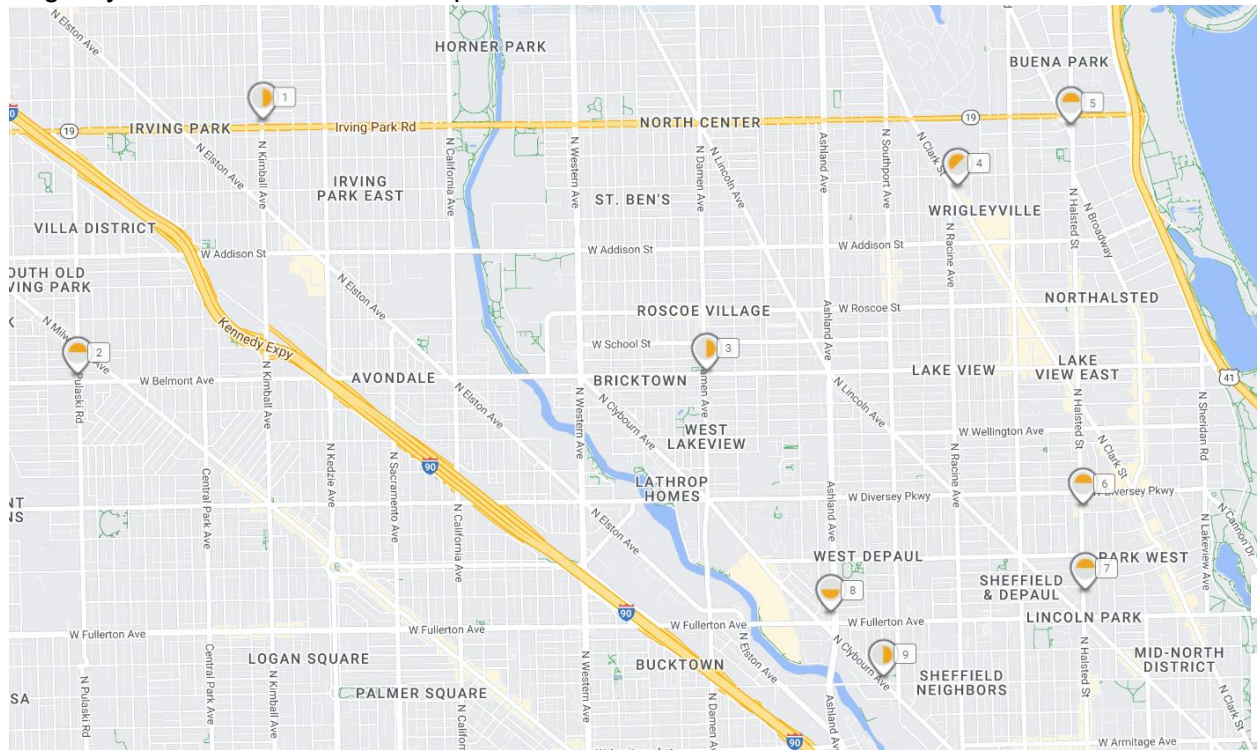


Lamar Advertising

1. If you're going to advertise on Walker's Point digital between May - July, it's going to be \$3,000 per period. With it being the political season and the RNC being in Milwaukee this summer, they will have elevated prices because they're expecting 500,000 more people in Milwaukee in those months.

2. I've got information on nine different Chicago digitals. All nine digitals on the map I included in this email have at least one slot available for the May-July timeframe. The rate card for a 4-week campaign on one of the billboards is \$1,350. If you advertise three at a time, I can give you a 4-week rate of \$1,100 per billboard. If you want to advertise in five or more locations, I'll give you a 4-week rate of \$900 per billboard.



Proposal-

1. Milwaukee digital at \$3,000 per month in the Walker's Point area. = \$3,000 per period
2. Chicago area digitals at 1 digital board at \$1,350 per 4 weeks. = \$1,350 per period
3. Chicago area digitals at 3 digital boards at \$1,100 4 weeks. = \$3,300 per period
4. Chicago area digitals at 5 digital boards at \$900 per 4 weeks. = \$3,600 per period

My suggestion is to consider this for 3, 4 week periods, beginning mid-April to late June.

Option 1 would total an expenditure of \$9,000

Option 2 would total an expenditure of \$4,050

Option 3 would total an expenditure of \$9,900

Option 4 would total an expenditure of \$10,800