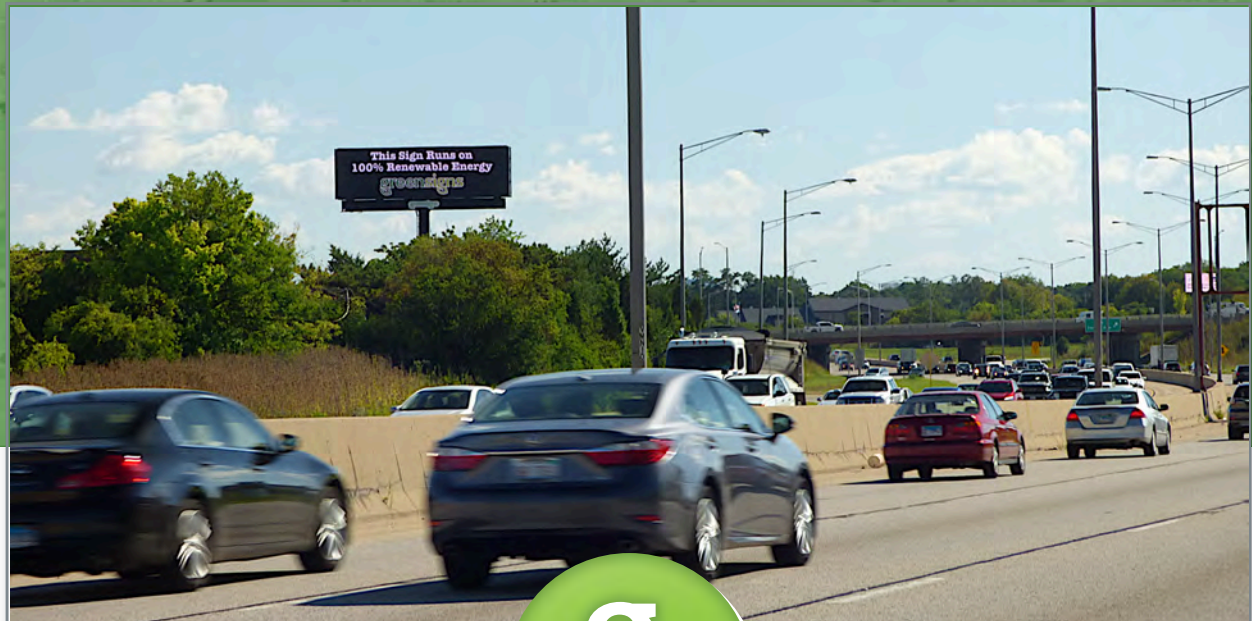


# greensigns



2023 Media Kit




GreenSigns is not just our name, it is our way of doing business.

Through strategic partnerships with energy suppliers, GreenSigns lowers our impact on the environment by purchasing renewable energy to power our sign locations.

GreenSigns uses REC's purchased through our partners, who supply power to the grid from wind, solar, and reclaimed methane gas from regional landfills. Being a good corporate citizen is a bit more costly, but the returns are priceless.




# Conscientious Technology



## Renewable Energy

is derived from abundant natural resources that replenish themselves without depleting the earth's resources.

- Create American clean energy jobs.
- Reduce the environmental impacts of the electricity generation
- Increase energy security through less reliance on fossil fuels



**An Exelon Company**



Ad-Tech FTX uses the most power efficient LEDs available today. A more efficient LED produces more light with less electricity.

FTX LED digital billboards utilize single bin LEDs, getting outstanding image quality. In addition, the LED's are energy-efficient containing an efficient power distribution system and natural cooling. The FTX LED currently has the lowest power consumption in the industry.

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# Responsible Practices

## Eco Materials

Along with our commitment to renewable energy sources, GreenSigns uses only 100% recyclable, non-toxic and chlorine-free polyethylene (PE) Eco-Flexx™ for all of our non-digital display locations.



- Eco-Flexx is currently being used for several recycled applications, including railroad ties, freight pallets, and lawn edging.
- Eco-Flexx has a carbon footprint that is 60% less than a typical PVC flex bulletin. The energy consumed in producing Eco-Flexx is less than half that required to produce a comparable amount of PVC flex. Likewise, the global warming potential (the CO<sub>2</sub> released during production) of Eco-Flexx is less than half that of PVC flex.
- PE weighs nearly 75% less than PVC. A typical PE bulletin weighs 20 pounds compared to 75 pounds for PVC. This translates into multiple advantages in worker safety, installation, disposal, transportation and shipping (fuel and energy) savings throughout the entire process.
- Eco-Flexx is 100% chlorine free and no chlorine is used in the production of Eco Flexx.

Many major corporations including Nike, Wal-Mart, GM, BMW, Toyota, Apple and Microsoft are publicly committed to reducing their use of PVC materials and wholly support PE plastic as an excellent alternative to PVC

# Chicago High Profile Digital Bulletins –







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# Chicago Metro Market

## Location 153

Inbound Kennedy Expressway @ North Ave. F/N

### VIEW:

Inbound Kennedy Expressway  
(I-90/94) at North Ave.

### SIZE & TYPE:

54'h x 104'w Overall  
32' h x 101'w LED Main Panel  
8'8" h x 69'w LED Top Header Panel

### FACING:

North  
Latitude: 41.915117  
Longitude: -87.666828

### ILLUMINATION:

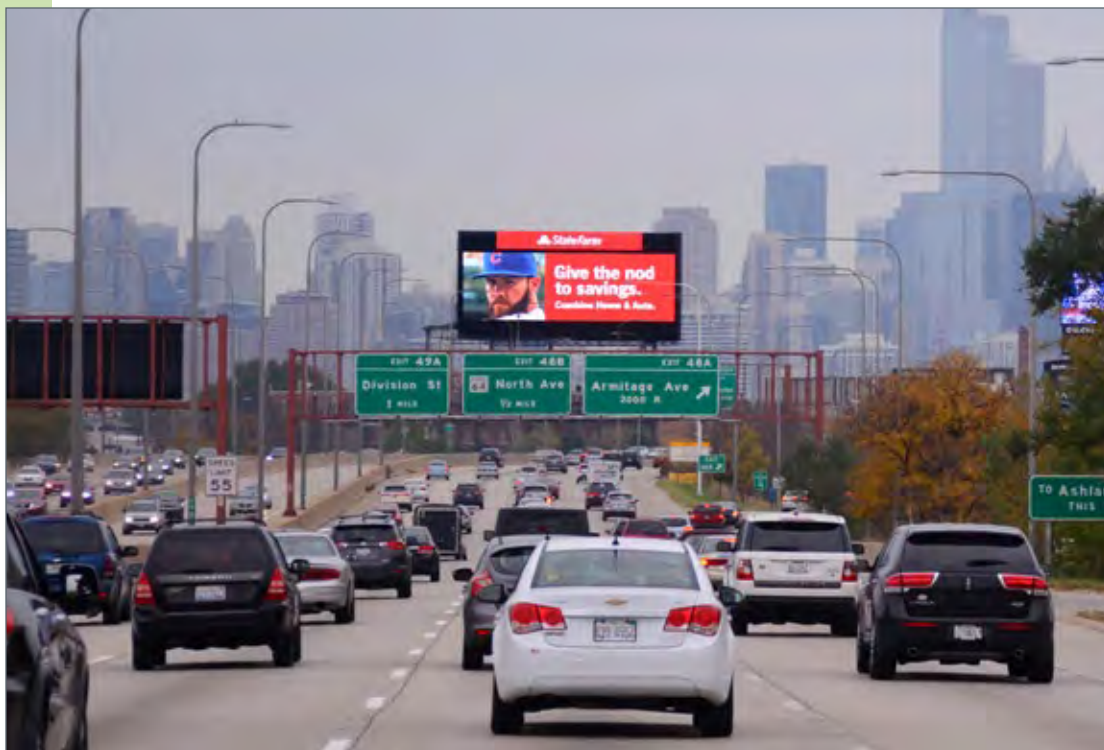
24 Hours, Full color,  
High resolution LED display

### MARKET:

Chicago Metro

### GEOPATH Rating

Refer to GreenSigns Data



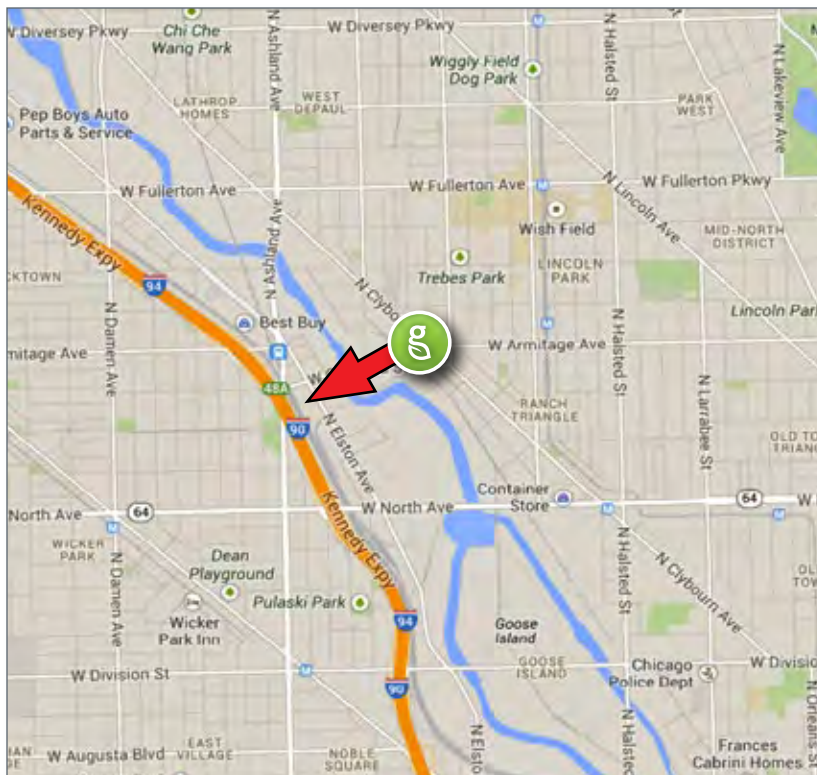
### ABOUT THE AREA:

The Kennedy Expressway is the most heavily traveled expressway in the entire Chicago Metro Market. Connecting O'Hare International Airport to the downtown, it also serves as the major commuter route from the most affluent north shore areas of the city and suburbs.

This unique LED Spectacular is Chicago's most prominent outdoor display, a landmark in the city. It reaches Chicago's largest driving audience with brilliant, full color digital images and messages.

Messages and images are sent remotely allowing for timely delivery and impact of the advertisement.

This location is one-of-a-kind in the entire market and cannot be duplicated.



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# Chicago Metro Market

## Location 154

Outbound Kennedy Expressway @ North Ave. F/S

### VIEW:

Outbound Kennedy Expressway  
(I-90/94) at North Ave.

### SIZE & TYPE:

54'h x 104'w Overall  
32' h x 101'w LED Main Panel  
8'8" h x 69'w LED Top Header Panel

### FACING:

South  
Latitude: 41.915117  
Longitude: -87.666828

### ILLUMINATION:

24 Hours, Full color,  
High resolution LED display

### MARKET:

Chicago Metro

### GEOPATH Rating

Refer to GreenSigns Data



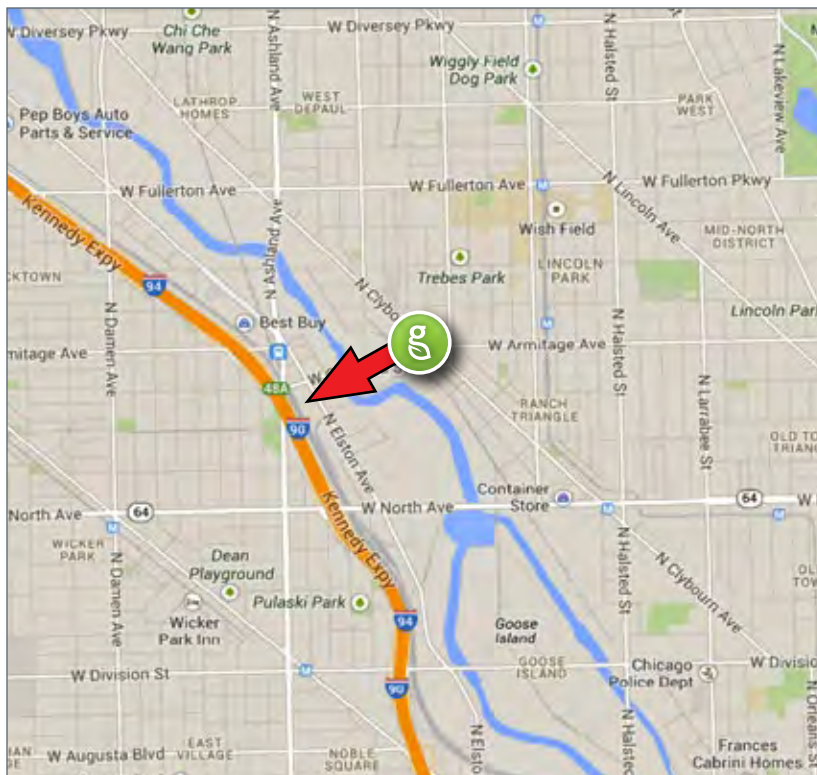
### ABOUT THE AREA:

The Kennedy Expressway is the most heavily traveled expressway in the entire Chicago Metro Market. Connecting O'Hare International Airport to the downtown, it also serves as the major commuter route from the most affluent north shore areas of the city and suburbs.

This unique LED Spectacular is Chicago's most prominent outdoor display, a landmark in the city. It reaches Chicago's largest driving audience with brilliant, full color digital images and messages.

Messages and images are sent remotely allowing for timely delivery and impact of the advertisement.

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# Chicago Metro Market

## Location 300

Southbound Rt. 83 @ Butterfield Road (Rt. 56) F/N

### VIEW:

Southbound Route 83

### SIZE & TYPE:

14' x 48' Digital Spectacular

### FACING:

North

Latitude: 41.858767

Longitude: -87.958536

### ILLUMINATION:

24 Hours, Daily

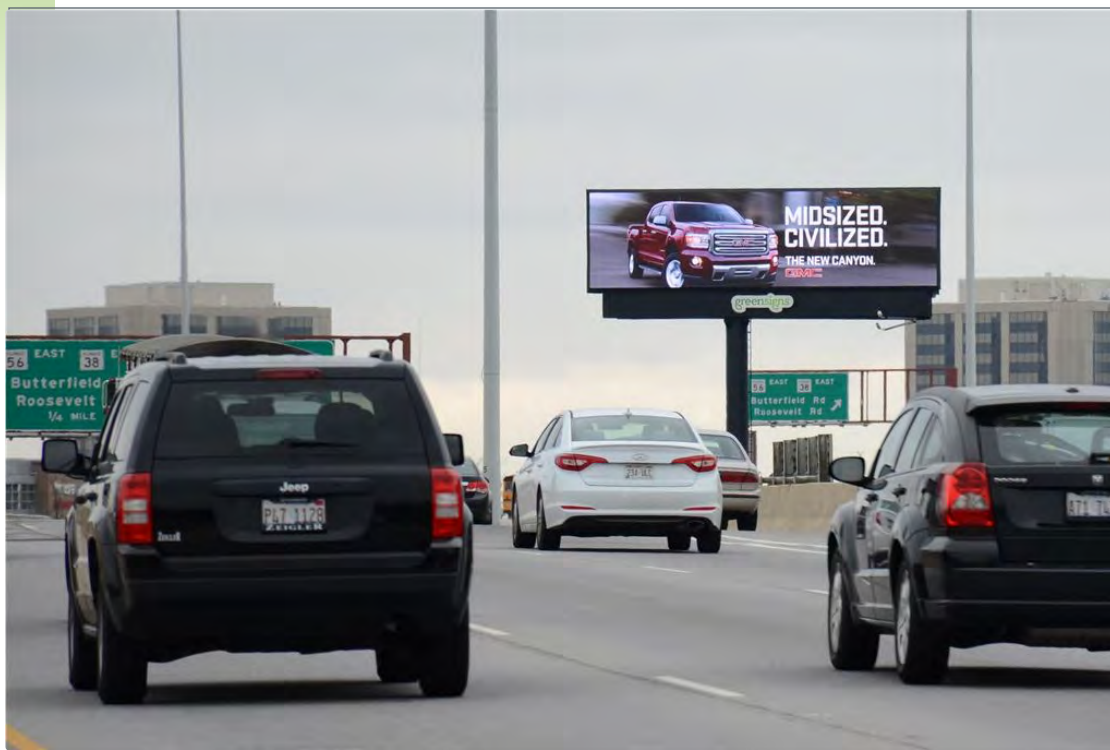
### MARKET:

Chicago DMA

Oakbrook

### GEOPATH Rating

Refer to GreenSigns data

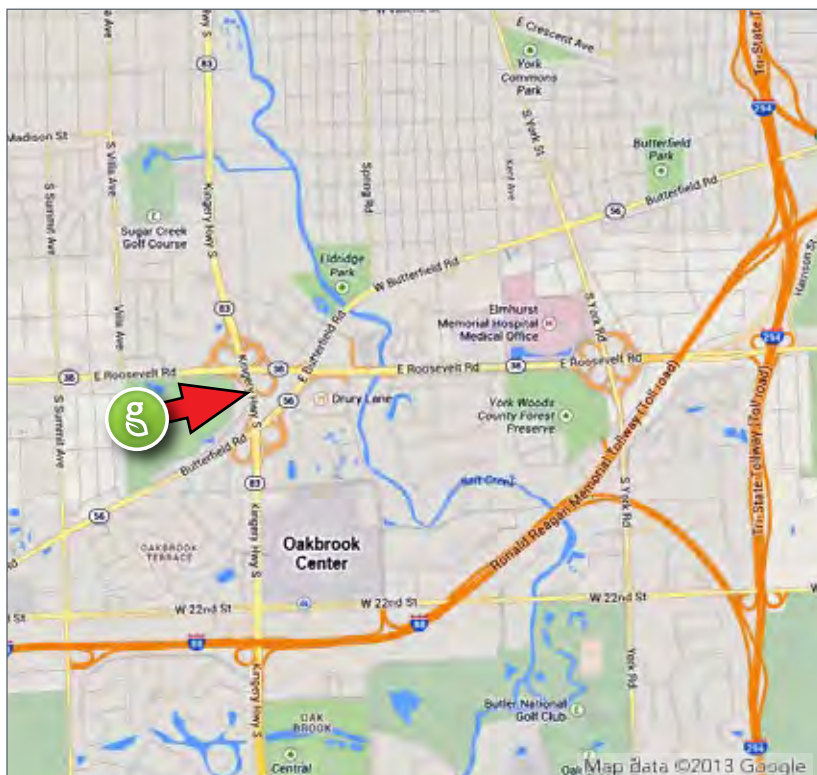


### ABOUT THE AREA:

The Oak Brook / Oakbrook Terrace area is known as a destination for upscale shopping, dining, and entertainment. The area demographics boast one of the highest average home values, highest household incomes, and highest education levels in the entire market. This display is situated just outside the entrance to Oakbrook Center, the number one ranked upscale shopping center in Illinois. This open air center includes over 160 stores and has over 2.3 million visitors every month. Anchor stores include Nordstrom, Lord & Taylor, Neiman Marcus and Bloomingdale's.

Oakbrook Center is a dining and entertainment destination as well as a mecca of corporate headquarters, with McDonald's, Ace Hardware, and Advocate Health world headquarters within 800' of this location. With the corporate presence, the immediate area also has major hotel and conference centers including The Hyatt Lodge, Marriott Oak Brook, and the Double Tree.

This display sits at the apex of a slight hill providing a completely unobstructed view. This spectacular display is the only digital out of home location in the entire Oakbrook Center area.



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# Chicago Metro Market

## Location 301

Northbound Rt. 83 @ Butterfield Road (Rt. 56) F/S

### VIEW:

Northbound Route 83

### SIZE & TYPE:

14' x 48' Digital Bulletin

### FACING:

South

Latitude: 41.858767

Longitude: -87.958536

### ILLUMINATION:

24 Hours, Daily

### MARKET:

Chicago DMA

Oakbrook

### GEOPATH Rating

Refer to GreenSigns data

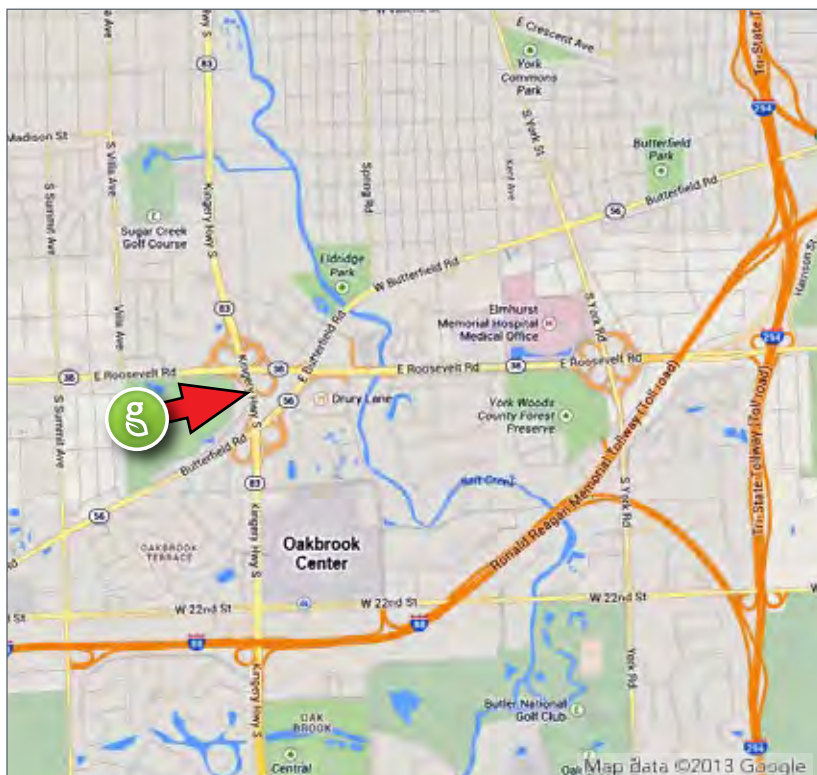


### ABOUT THE AREA:

The Oak Brook / Oakbrook Terrace area is known as a destination for upscale shopping, dining, and entertainment. The area demographics boast one of the highest average home values, highest household incomes, and highest education levels in the entire market. This display is situated just outside the entrance to Oakbrook Center, the number one ranked upscale shopping center in Illinois. This open air center includes over 160 stores, and has over 2.3 million visitors every month. Anchor stores include Nordstrom, Lord & Taylor, Nieman Marcus and Bloomingdale's.

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This display sits at the apex of a slight hill providing a completely unobstructed view. This spectacular display is the only digital out of home location in the entire Oakbrook Center area.



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# Chicago Metro Market

## Location 302

Eastbound I-290 and Southbound Mannheim Road

### VIEW:

Eastbound I-290 Eisenhower Expressway and Southbound Mannheim Rd.

### SIZE & TYPE:

20' x 60' High Resolution Digital Display

### FACING:

West  
Latitude: 41.868327  
Longitude: -87.882349

### ILLUMINATION:

24 Hours, Daily

### MARKET:

Chicago DMA  
Westchester/Hillside

### GEOPATH Rating

Refer to GreenSigns data



Southbound Mannheim Rd. View



### ABOUT THE AREA:

This Westchester/Hillside display is at a prime viewing location for what is known to Chicago commuters as "The Hillside Strangler" a notorious convergence of traffic where I-290 East bound, I-88 East bound and I-294 North and South traffic all meet heading towards downtown Chicago. This traffic jam provides an exceptionally long view time for this display.

This "Strangler" also has a premium front and center view for drivers heading South on Mannheim Rd. approaching I-290. It is located just steps away from a large shopping plaza, Hillside Town Center, featuring Super Target, PetCo, HomeGoods, Michael's as well as other retail, restaurants, and entertainment venues making it a vibrant destination point of its own.



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# Chicago Metro Market

## Location 303

Northbound Rt. 53 @ Euclid F/S

### VIEW:

Northbound Rt. 53

### SIZE & TYPE:

14' x 48' High Resolution  
Digital Display

### FACING:

North

Latitude: 42.091312

Longitude: -88.0208941

### ILLUMINATION:

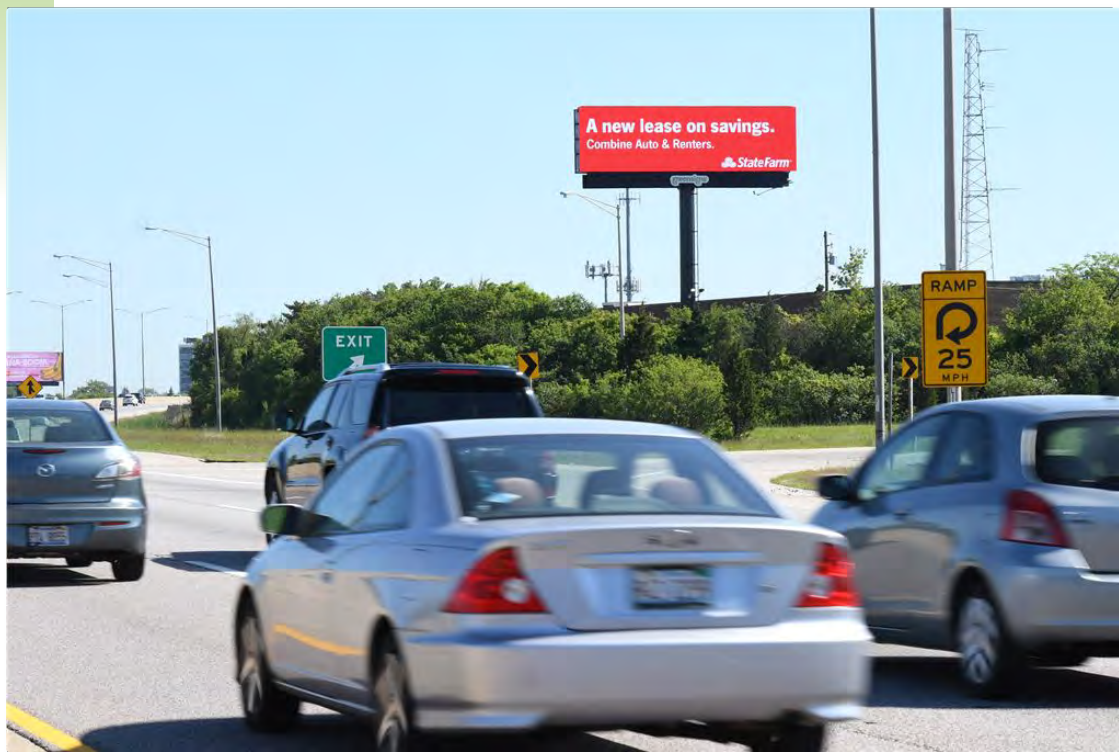
24 Hours, Daily

### MARKET:

Chicago DMA, Schaumburg  
Rolling Meadows,  
Arlington Heights.

### GEOPATH Rating

Refer to GreenSigns data

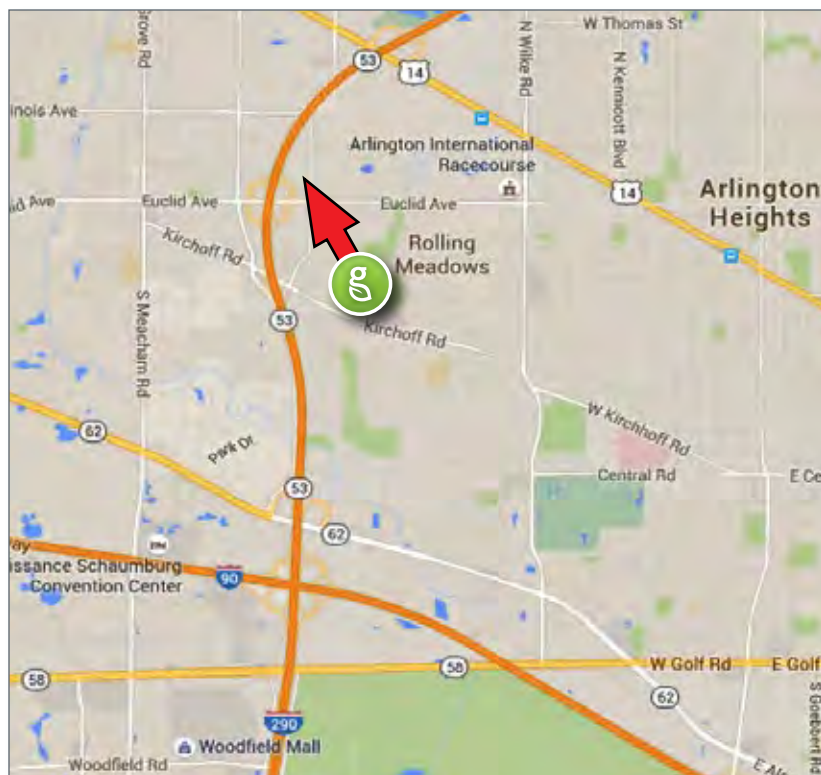


### ABOUT THE AREA:

The Northwest suburban area of Chicago is not only a destination but also a desirable place to live. This location sits on Rt. 53, a heavily traveled major expressway. This shopping and dining district includes 3 million square feet of upscale shopping and 300+ stores including Woodfield Mall. The mall attracts over 28 million visitors per year. Directly across from the mall is the Schaumburg Convention Center, with an adjoining 500-room hotel. The area also boasts many corporate headquarters including Motorola, Zenith Insurance, ACNielsen, U.S. Robotics, and Amada Co. just to name a few.

The display's location sits at the exit for the world famous Arlington International Racecourse which is just 1000 feet away. The Chicago Bears recently signed an agreement to purchased the historic 326-acre racetrack to build a "world-class" stadium, which would further increase the traffic to this area.

Rt. 53 is the primary highway for the entire NW Suburban area. It links to I-90 just to the south for a 20-minute drive to O'Hare International Airport.



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# Chicago Metro Market

## Location 304

Southbound Rt. 53 @ Euclid F/N

### VIEW:

Southbound Rt. 53

### SIZE & TYPE:

14' x 48' High Resolution  
Digital Display

### FACING:

North  
Latitude: 42.091312  
Longitude: -88.0208941

### ILLUMINATION:

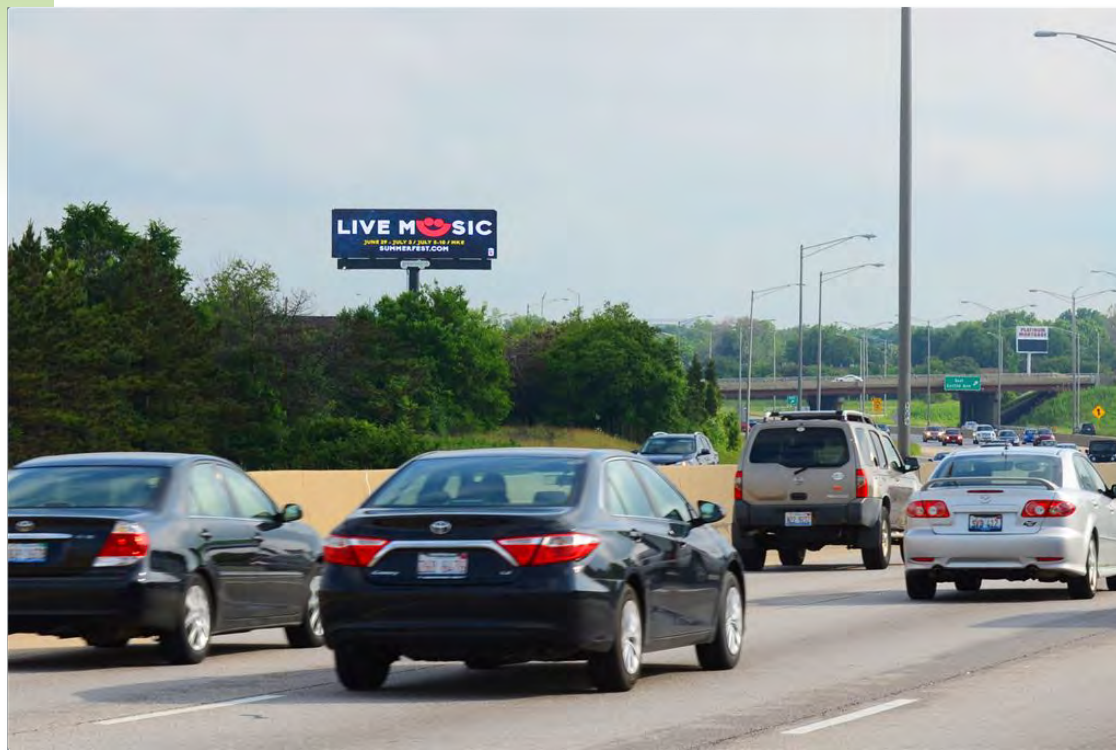
24 Hours, Daily

### MARKET:

Chicago DMA, Schaumburg  
Rolling Meadows,  
Arlington Heights.

### GEOPATH Rating

Refer to GreenSigns data

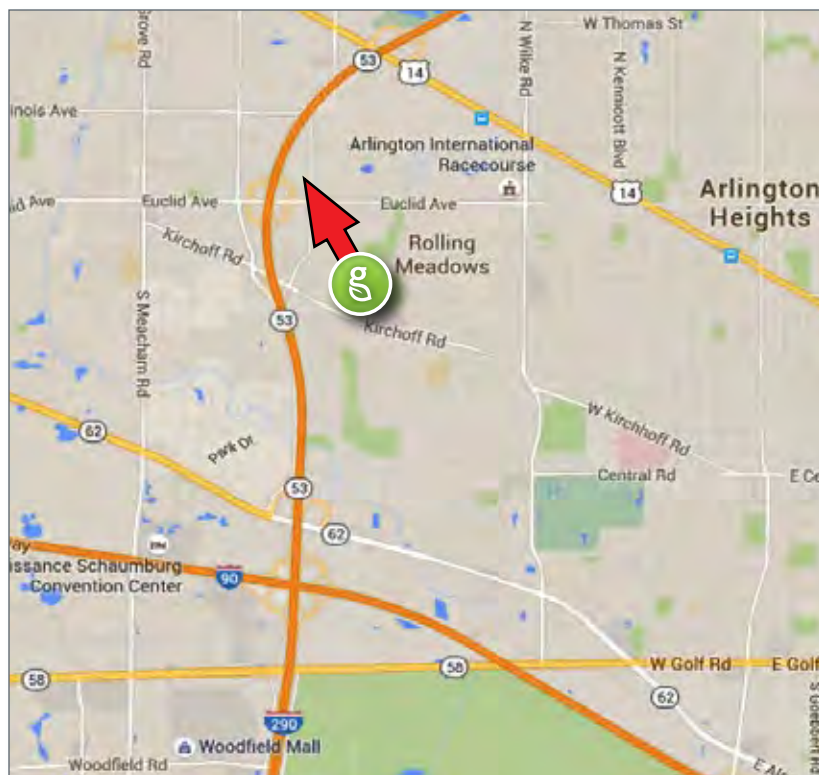


### ABOUT THE AREA:

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# Chicago Metro Market

## Location 306

Southbound I-294 and Eastbound I-290 S/O North Ave. F/N

### VIEW:

Southbound I-294 &  
Eastbound I-290

### SIZE & TYPE:

20' x 60' Digital Bulletin

### FACING:

South

Latitude: 41.905657

Longitude: -87.919178

### ILLUMINATION:

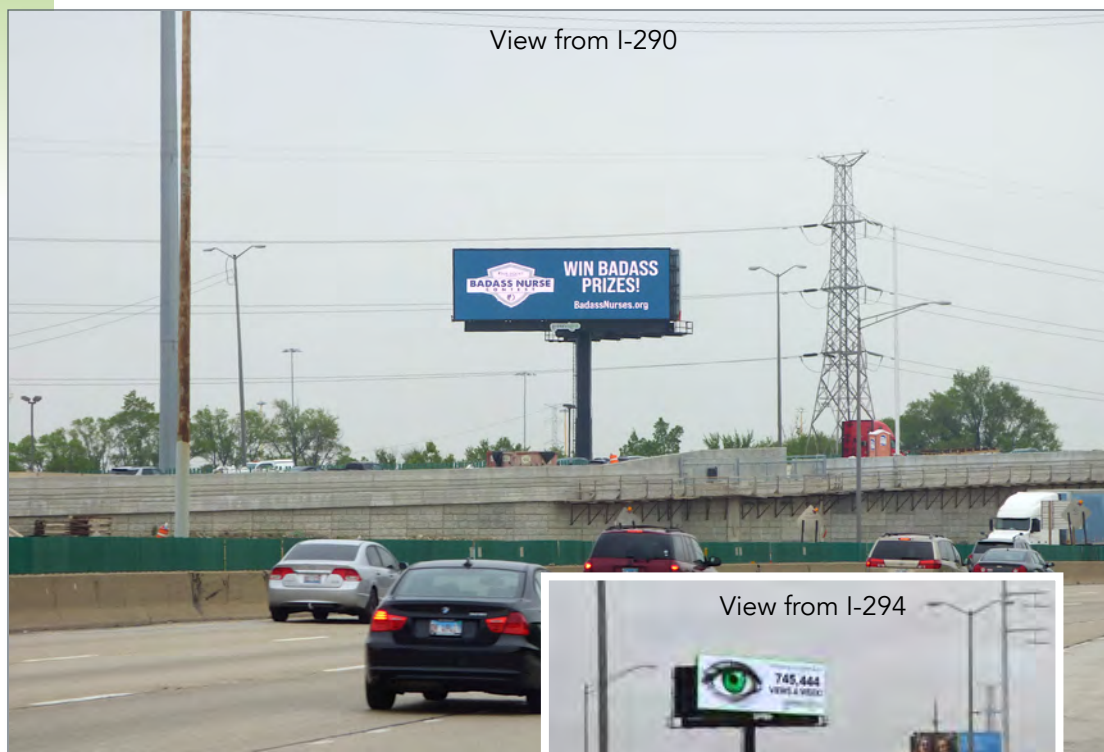
24 hours

### MARKET:

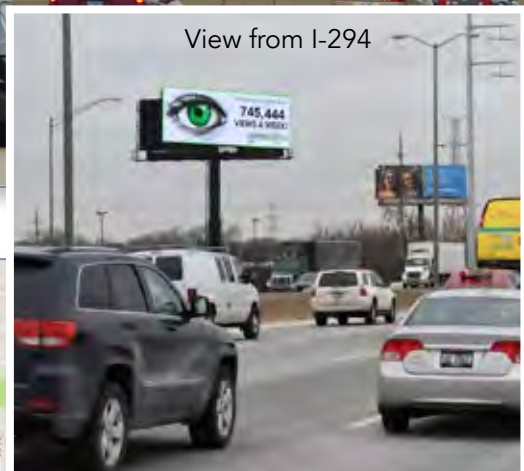
Chicago DMA, Northlake

### GEOPATH Rating

Refer to GreenSigns data



View from I-290

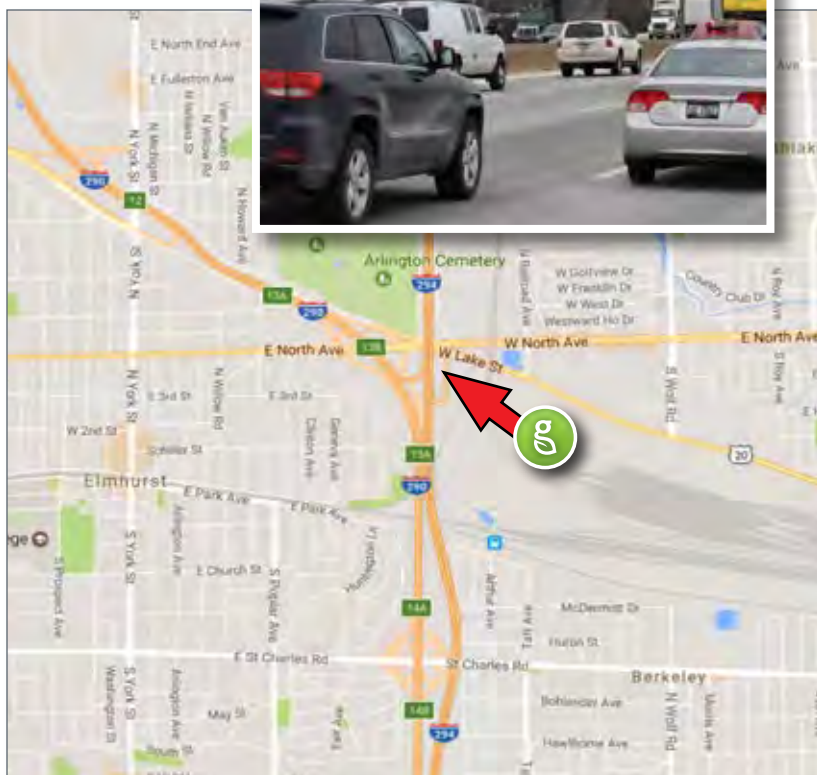


View from I-294

### ABOUT THE AREA:

The Tri-State Tollway is a limited access highway, and the only N/S highway in the Chicago market's suburban areas. The road travels from the Wisconsin border, through Illinois, and finally on to Indiana giving commuters a Tri-State connection and a name for the roadway. This road also abuts O'Hare International Airport, and the unit is just minutes from the airport exit.

The unit also reads to the I-290 Eisenhower Expressway, giving it one of the largest audience numbers in the market. Commuters use the I-290 Eisenhower expressway to access the affluent Northwest Suburban area of the market. A great read from either interstate, the sign is situated just 40 feet from the road for tremendous impact to the driving audience.



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# Chicago Metro Market

## Location 308

Southbound I-294 and Eastbound I-290 1500' S/O North Ave. F/N

### VIEW:

Southbound I-294 &  
Eastbound I-290

### SIZE & TYPE:

20' x 60' Digital Bulletin

### FACING:

South  
Latitude: 41.901743  
Longitude: -87.9192

### ILLUMINATION:

24 hours

### MARKET:

Chicago DMA, Northlake

### GEOPATH Rating

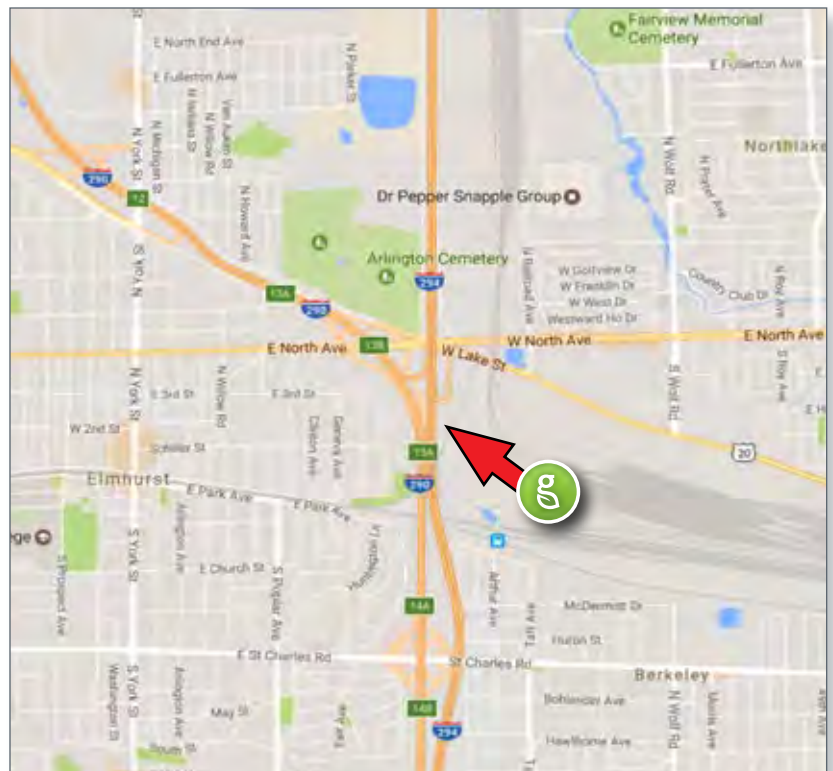
Refer to GreenSigns Data



### ABOUT THE AREA:

The Tri-State Tollway is a limited access highway, and the only N/S highway in the Chicago market's suburban areas. The road travels from the Wisconsin border, through Illinois, and finally on to Indiana giving commuters a Tri-State connection and a name for the roadway. This road also abuts O'Hare International Airport, and the unit is just minutes from the airport exit.

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# Bulletin Digital Network

## Network Frequency

8

8 Advertisers

10

Rotates every  
10 seconds

80

80 second  
total rotation

24

24 Hours/Day

7

7 Days/Week

365

365 Days/Year

# 1080 Total Spots

1080 Guaranteed spots per advertiser, per sign, per day

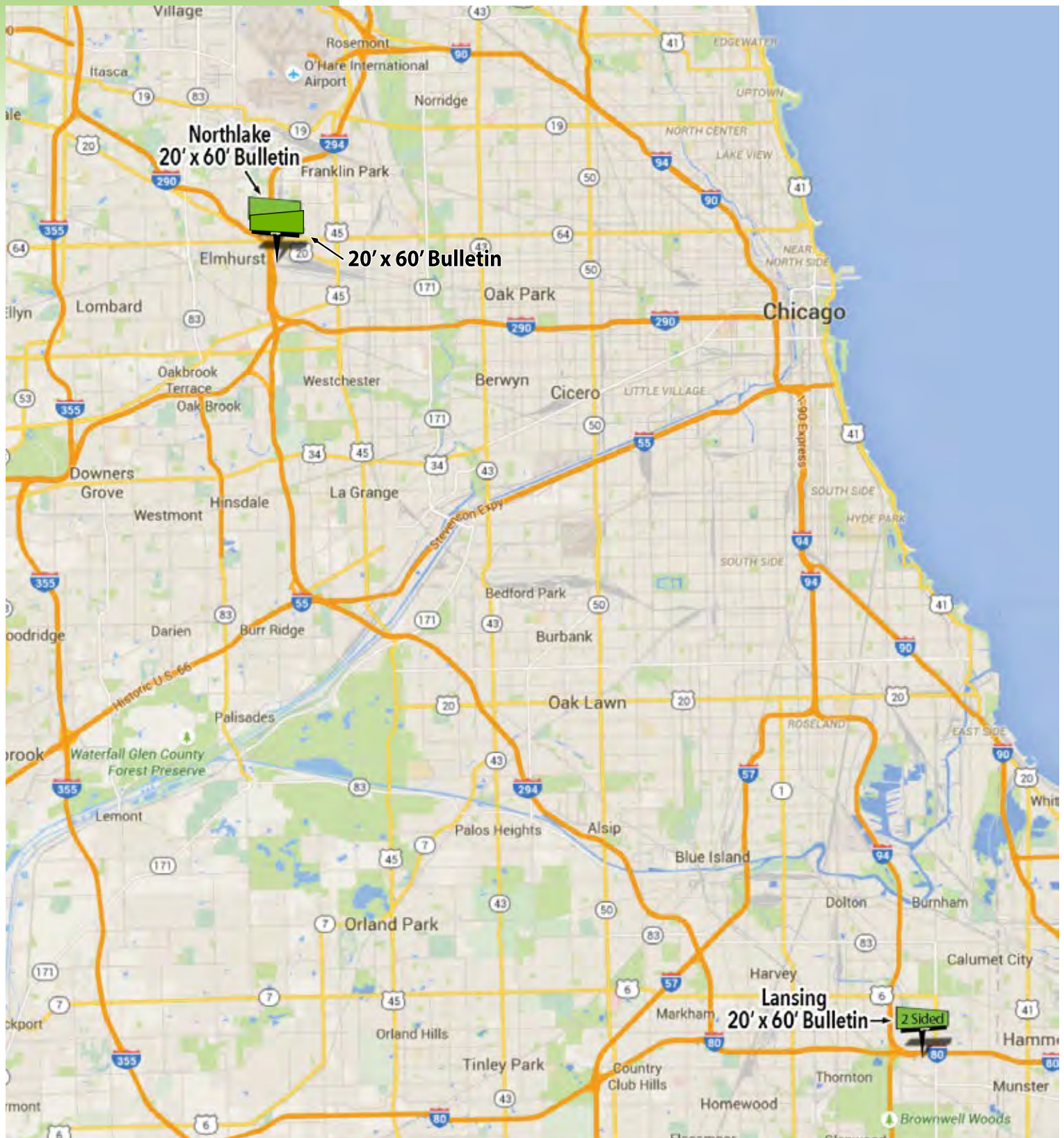
# Suburban Static Bulletins







# Suburban Static Bulletins







# Chicago Metro Market

## Location 201

Eastbound I-80/294 .5 Mile W/O Torrence F/W

### VIEW:

Eastbound I-80/294

### SIZE & TYPE:

20' x 60' Bulletin

### FACING:

West

Latitude: 41.576726

Longitude: -87.5677418

### ILLUMINATION:

Daily, from Dusk until 2 AM

### MARKET:

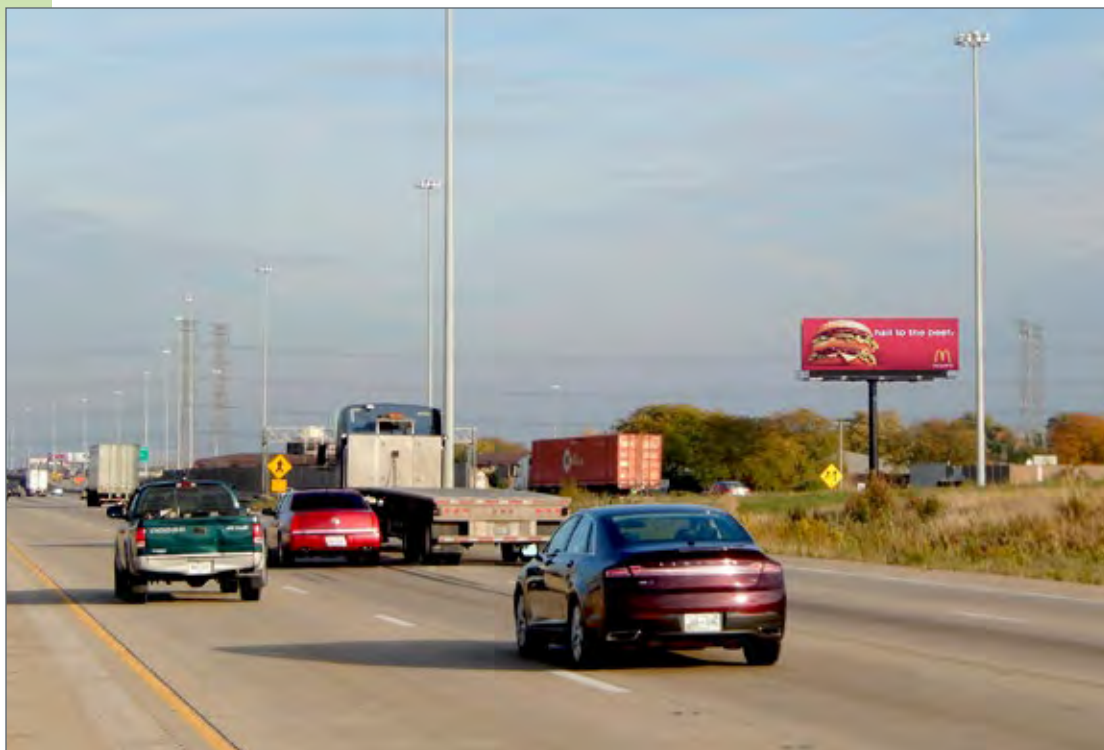
Chicago

South Suburban/Tri-State

Corridor

### GEOPATH Rating

Refer to GreenSigns data

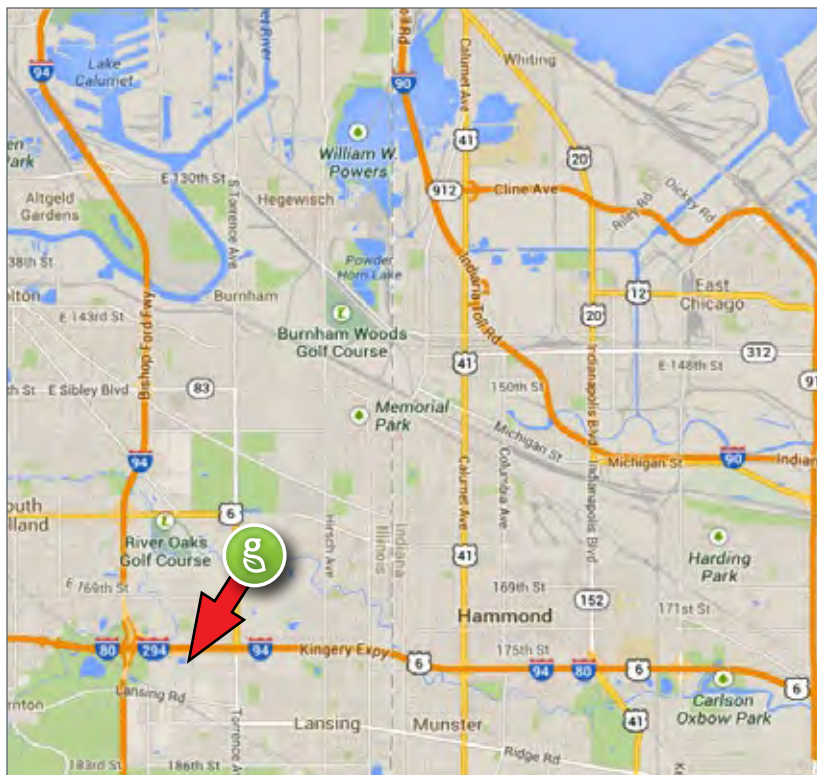


### ABOUT THE AREA:

This area is one of the most heavily traveled highway systems in the entire country. The Chicago South Suburban Tri-State area is the convergence of 3 highways connecting 3 states – Wisconsin, Illinois, and Indiana. Traffic on this stretch is heavy 24 hours per day, with business commuters traveling from Chicago to the south suburbs and Indiana, as well as vacationing commuters who need to get around the shores of southern Lake Michigan for all points north.

The immediate area is home to shopping, hotels, and 4 major river boat casino and entertainment venues that draw constant back and forth traffic from Chicago to Indiana.

The location view is spectacular, a long wide open approach view and a dominant close-up view make for a measurable impact on the advertising message.



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# Chicago Metro Market

## Location 202

Westbound I-80/294 .5 Mile W/O Torrence F/E

### VIEW:

Westbound I-80/294

### SIZE & TYPE:

20' x 60' Bulletin

### FACING:

East

Latitude: 41.576726

Longitude: -87.5677418

### ILLUMINATION:

Daily, from Dusk until 2 AM

### MARKET:

Chicago

South Suburban/Tri-State

Corridor

### GEOPATH Rating

Refer to GreenSigns data

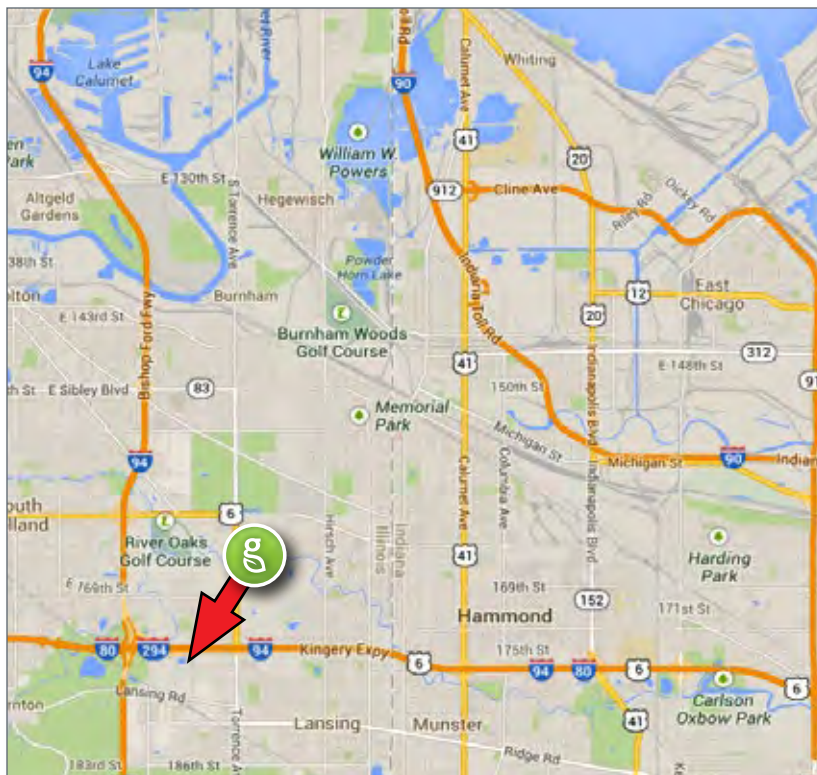


### ABOUT THE AREA:

This area is one of the most heavily traveled highway systems in the entire country. The Chicago South Suburban Tri-State area is the convergence of 3 highways connecting 3 states – Wisconsin, Illinois, and Indiana. Traffic on this stretch is heavy 24 hours per day, with business commuters traveling from Chicago to the south suburbs and Indiana, as well as vacationing commuters who need to get around the shores of southern Lake Michigan for all points north.

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# Chicago Metro Market

## Location 305

Northbound I-294 and Westbound I-290 S/O North Ave. F/S

### VIEW:

Northbound I-294 &  
Westbound I-290

### SIZE & TYPE:

20' x 60' Static Bulletin

### FACING:

South  
Latitude: 41.905657  
Longitude: -87.919178

### ILLUMINATION:

Dusk until Dawn

### MARKET:

Chicago DMA, Northlake

### GEOPATH Rating

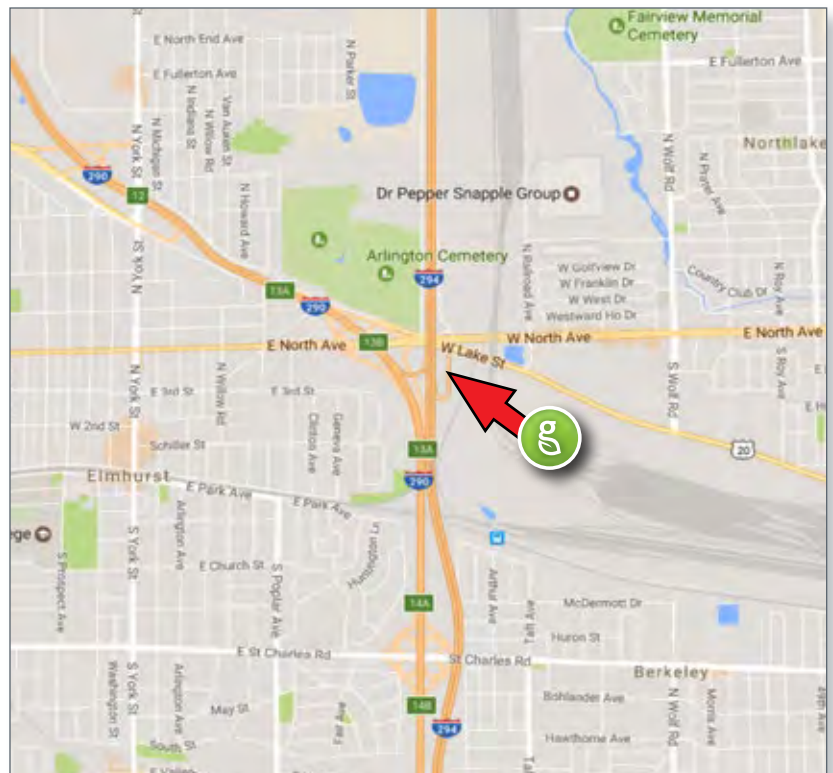
Refer to GreenSigns data



### ABOUT THE AREA:

The Tri-State Tollway is a limited access highway, and the only N/S highway in the Chicago market's suburban areas. The road travels from the Wisconsin border, through Illinois, and finally on to Indiana giving commuters a Tri-State connection and a name for the roadway. This road also abuts O'Hare International Airport, and the unit is just minutes from the airport exit.

The unit also reads to the I-290 Eisenhower Expressway, giving it one of the largest audience numbers in the market. Commuters use the I-290 Eisenhower expressway to access the affluent Northwest Suburban area of the market. A great read from either interstate, the sign is situated just 40 feet from the road for tremendous impact to the driving audience.



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# Chicago Metro Market

## Location 307

Northbound I-294 and Westbound I-290 1500' S/O North Ave F/S

### VIEW:

Northbound I-294 &  
Westbound I-290

### SIZE & TYPE:

20' x 60' Static Bulletin

### FACING:

South

Latitude: 41.901743

Longitude: -87.9192

### ILLUMINATION:

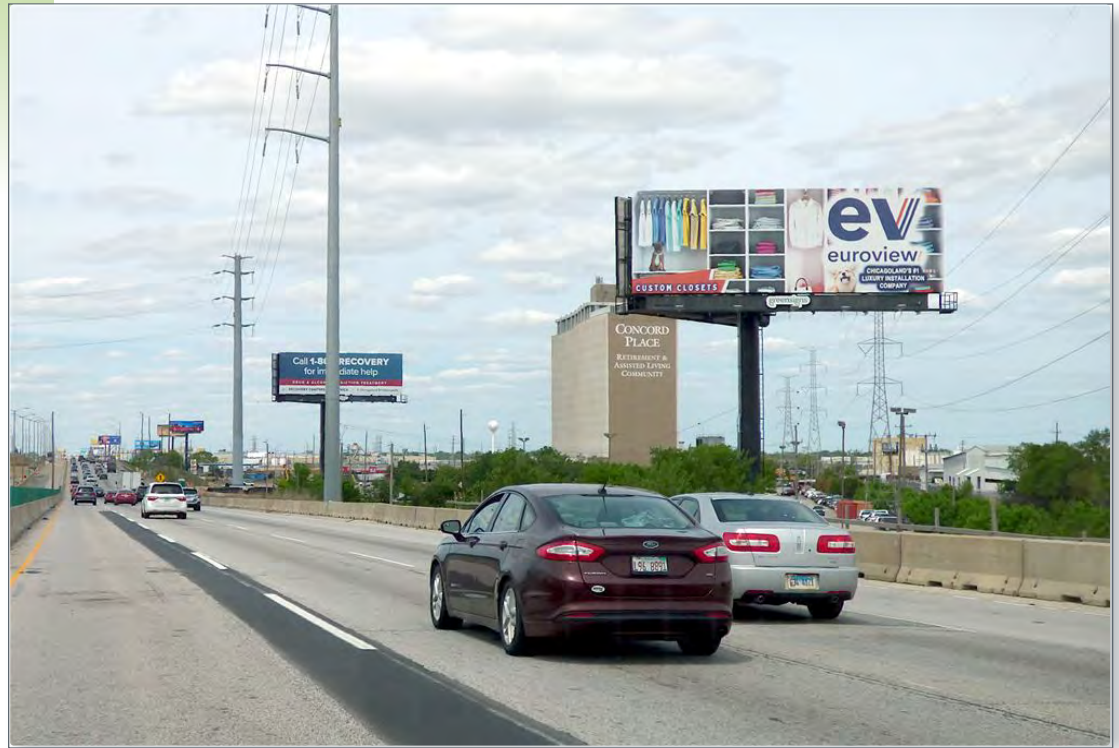
Dusk until Dawn

### MARKET:

Chicago DMA, Northlake

### GEOGRAPHIC Rating

Refer to GreenSigns data



### ABOUT THE AREA:

The Tri-State Tollway is a limited access highway, and the only N/S highway in the Chicago market's suburban areas. The road travels from the Wisconsin border, through Illinois, and finally on to Indiana giving commuters a Tri-State connection and a name for the roadway. This road also abuts O'Hare International Airport, and the unit is just minutes from the airport exit.

The unit also reads to the I-290 Eisenhower Expressway, giving it one of the largest audience numbers in the market. Commuters use the I-290 Eisenhower expressway to access the affluent Northwest Suburban area of the market. A great read from either interstate, the sign is situated just 40 feet from the road for tremendous impact to the driving audience.

