

San Joaquin

Stanislaus

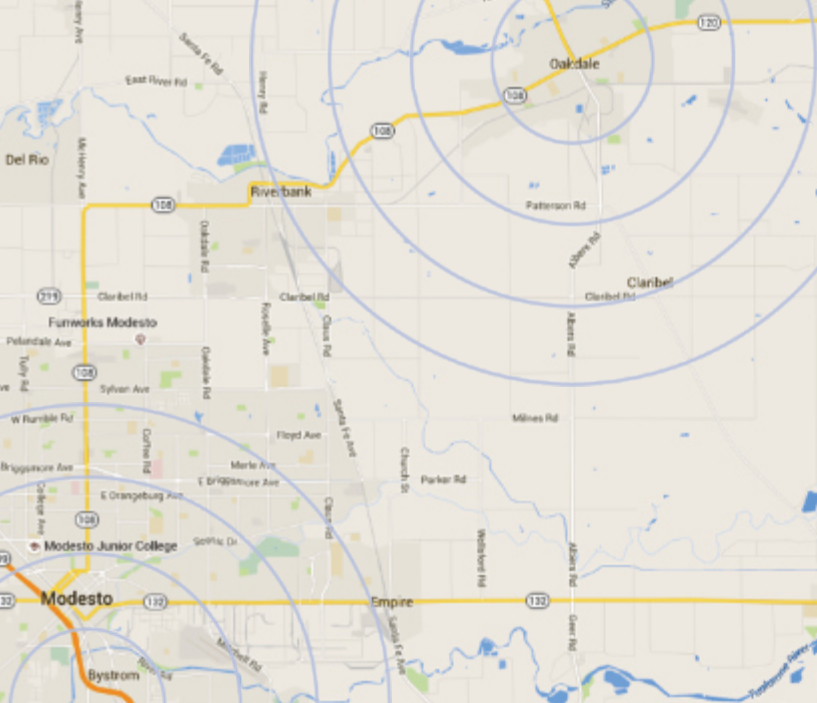
Merced

# ANCHOR

Billboards



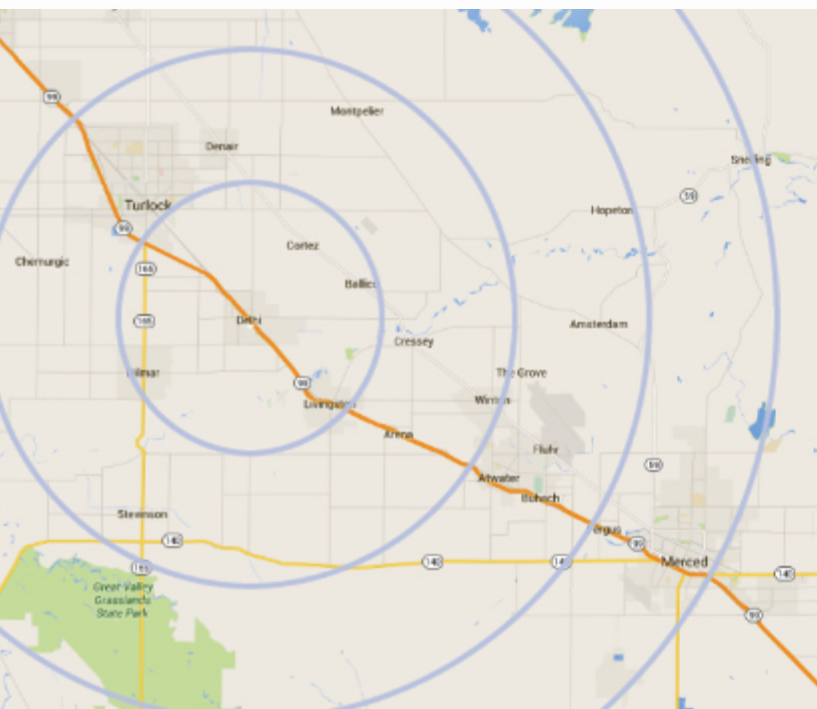
**MEDIA KIT**  
Updated April 2023



**2,231,099**  
\*D.E.C. Count



**Anchor Billboards** is a Stockton, CA based company offering a variety of billboard advertising throughout California's Central Valley. With an inventory viewed over 2,000,000 times per day, we understand the value of great customer service and the effectiveness of out-of-home advertising. Whether you are looking to saturate an area through Jr. poster campaigns or are interested in marketing to millions on state-of-the-art digital billboards, we at Anchor Billboards are here to meet your advertising needs.



\* Daily Effective Circulation (D.E.C.) -The average number of passers-by that could potentially be exposed to an advertising display for either 12 hours (unilluminated – 6:00am to 6:00pm) or 18 hours (illuminated – 6:00am to 12:00 midnight) on an average day.



## **REACH PEOPLE WHERE THEY ARE**

Reach people where they live, work and play. Our digital billboards are strategically displayed along high traffic roadways and highways, while our Jr. Posters saturate urban neighborhoods and smaller roads.

## **QUICK AND FLEXIBLE**

With our digital billboards you can change your advertisements instantly to keep up with changes in your business or organization and have multiple messages displayed on the same billboard. With our Jr. Posters you can quickly reach multiple locations and choose a rotating plan that works for you.

## **MAKE IMPRESSIONS THAT COUNT**

Get the last word in with your consumers just before they make buying decisions. Billboard advertisement is a great way to influence impulse buys and lead people to you.

## **COST EFFICIENCY**

Billboard advertisement provides a lower cost per thousand than any other type of advertising. Outdoor ads cost 80% less than TV commercials, 60% less than newspaper ads, and 50% less than radio ads.

## **INCREASE FAMILIARITY**

Billboards increase product awareness and product knowledge, both which translate to increased sales and profits. Digital and traditional billboards are an excellent way to get your message out, helping your brand become a household name.

## **ENGAGE COMMUNITIES**

By displaying items of community interest such as welcoming home troops, local news or upcoming events, billboards can be an affective way to connect with communities and share your message.





**WITH NEARLY** 150 advertising faces in Stockton, Modesto, and Oakdale California, Jr. Posters are a great way to bring your message to a local audience. Our Jr. Posters are located along busy city and county streets along with smaller neighborhood roads, taking your message closer to home. These boards are a great way to target specific markets and advertise time sensitive material.

- Jr. Posters are installed where larger structures are not allowed. They can be freestanding or attached to buildings and are typically located just above eye level.
- Jr. Poster ad campaigns can be run in vinyl or 8-sheet paper, depending on budget and length of run.
- Jr. Posters are usually sold in packages with multiple locations running at the same time. Options to rotate quarterly are available.
- Common sizing is 12' x 6'.



**Restrictions: Negative Politics / Marijuana**

For additional information call 888-727-2292 or email us at [Peter@AnchorBillboards.com](mailto:Peter@AnchorBillboards.com)

### VINYL WRAPPED BOARDS

Production (Printing and Posting)  
 \$ 250 Per Sign Location  
 \$ 50 Removal

12'x6'	1 MONTH	6 MONTHS	12 MONTHS	24 MONTHS
ONE	\$210	\$190	\$180	\$170
FIVE	\$190	\$170	\$160	\$150
TEN	\$170	\$150	\$140	\$130
TWENTY	\$150	\$130	\$120	\$110
FORTY	\$130	\$110	\$100	\$90

12'x8'	1 MONTH	6 MONTHS	12 MONTHS	24 MONTHS
ONE	\$250	\$220	\$210	\$200
FIVE	\$230	\$200	\$190	\$180

### PAPER BOARDS

Production (Printing and Posting)  
 \$ 150 Per Sign Location  
 \$ 20 Removal

11'x5'	1 MONTH	6 MONTHS	12 MONTHS	24 MONTHS
ONE	\$200	\$180	\$170	\$160
FIVE	\$180	\$160	\$150	\$140
TEN	\$160	\$140	\$130	\$120
TWENTY	\$140	\$120	\$110	\$100
FORTY	\$120	\$100	\$90	\$80

All submitted artwork needs to be at a scale of 1/12th the board size, 300 dpi and in CMYK format.

To receive a list of currently available Jr. Poster locations, email [Peter@AnchorBillboards.com](mailto:Peter@AnchorBillboards.com) or call 888-727-2292. Our complete inventory can always be seen at [AnchorBillboards.com](http://AnchorBillboards.com).



# San Joaquin County Fairgrounds



**This high definition, 10 mm, 10' x 30'** digital billboard is located on the busy intersection of South Airport Way and Dr M.L.K. Jr Blvd. Around 44,600 vehicles, both local traffic and commercial, pass through this intersection every day. The San Joaquin County Fairgrounds is also home to many local exhibits and events that draw people from surrounding cities and towns. With a constant flow of traffic, and being located on two busy thoroughfares, your advertisement on this sign is sure to get noticed!



<b>Panel #:</b>	<b>918807</b>
<b>Market:</b>	<b>Stockton, California</b>
<b>Type:</b>	<b>10 mm Digital</b>
<b>Spot Length:</b>	<b>8 seconds</b>
<b>Location:</b>	<b>SE corner of S Airport Way and West Charter Way/Dr M.L.K. Jr Blvd. Stockton, CA</b>
<b>Facing:</b>	<b>Northwest</b>
<b>Screen Size:</b>	<b>10' x 30'</b>
<b>Pixel Matrix:</b>	<b>320 x 896</b>
<b>D.E.C.:</b>	<b>66,900</b>
<b>Latitude/Longitude:</b>	<b>37.941359 / -121.270025</b>
<b>Restrictions:</b>	<b>Political / Marijuana</b>

## MORE INFORMATION:

- This 40' tall, one-sided, 10mm full color display faces the 4-way intersection at S Airport Way and West CharterWay/Dr MLK Jr Blvd in Stockton, CA.
- An average of 1,338,000 cars pass this location every month.
- Traffic at this location delivers 24,418,500 impressions per year.

To inquire about  
advertising or for more information:  
Call 888-727-2292 or email  
[Peter@AnchorBillboards.com](mailto:Peter@AnchorBillboards.com).  
[AnchorBillboards.com](http://AnchorBillboards.com)

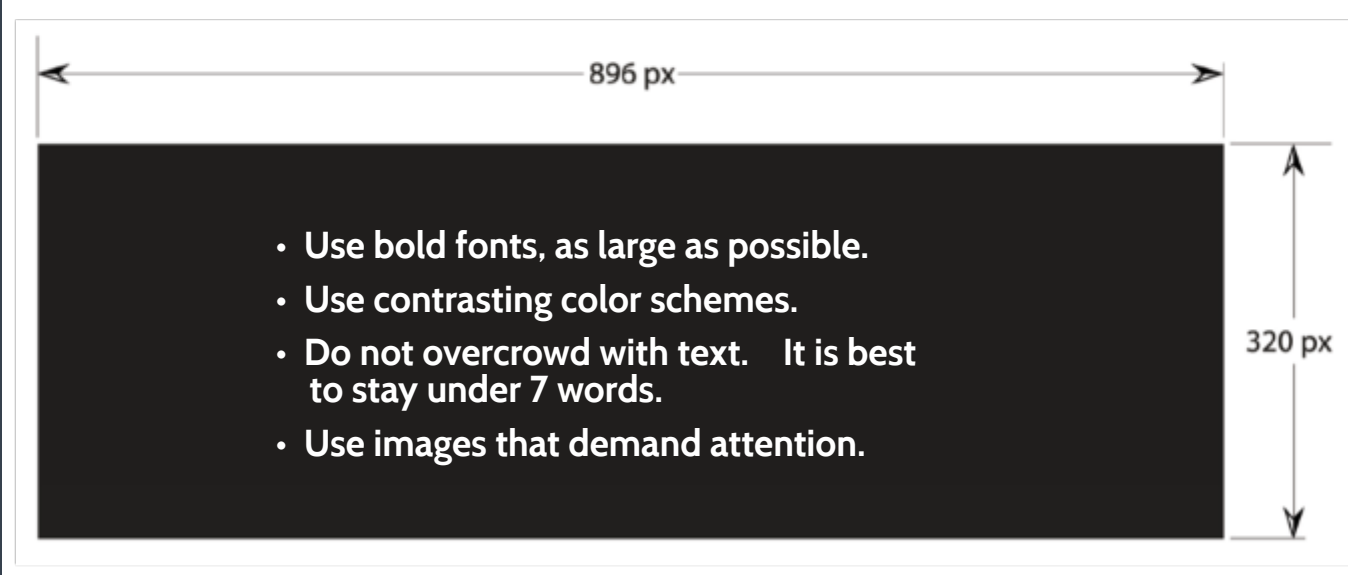
- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- No additional cost for multiple slide rotations.
- Top panel only, bottom panel is exclusively for San Joaquin County Fairgrounds' sponsors.

# San Joaquin

## County Fairgrounds

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	4 WEEK RATE
FULL	4 WEEKS	56.25	1,350	9,450	37,800	\$950
HALF	4 WEEKS	28.125	675	4,725	18,900	\$550

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.



- Use bold fonts, as large as possible.
- Use contrasting color schemes.
- Do not overcrowd with text. It is best to stay under 7 words.
- Use images that demand attention.

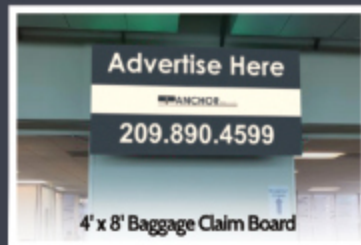
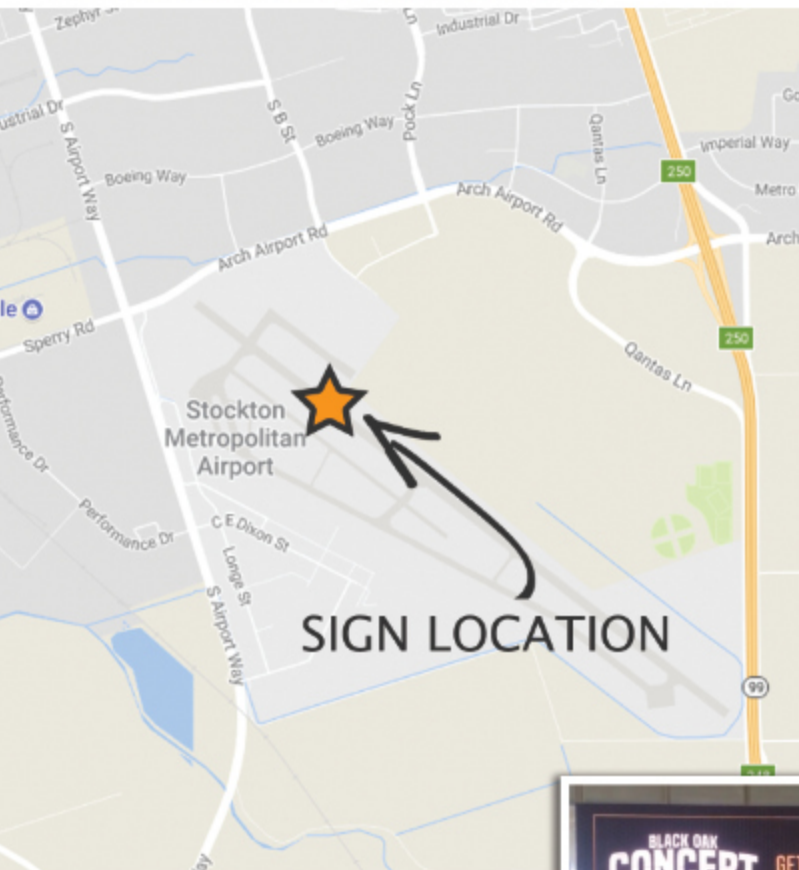
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[AnchorBillboards.com](http://AnchorBillboards.com)



# Stockton

## Metro Airport

(Interior Terminal & Baggage Claim)



**THE STOCKTON** Metropolitan Airport currently offers non-stop flights to Las Vegas and Phoenix-Mesa. Airport advertising is the ideal venue to connect with both business and leisure passengers; who on average, spend over an hour in an airport before departure. Studies show that 3 out of 4 people will read your advertising message, and a recent Nielsen study shows that nearly 60 percent of travelers believe that advertising in airports is an indicator of high-quality brands and products. With all major Northern California Cities located less than a two-hour drive away, and a diverse captive audience, the Stockton Metropolitan Airport is a great place to get noticed.

<b>Panel #:</b>	917706
<b>Markets:</b>	Stockton CA, Phoenix/Mesa AZ, Las Vegas NV
<b>Type:</b>	8 mm AdVision
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	Stockton Metropolitan Airport 5000 S. Airport Way, Stockton, CA 95206
<b>Facing:</b>	Inside Terminal
<b>Screen Size:</b>	8' x 16'
<b>Pixel Matrix:</b>	304 x 608
<b>Latitude/Longitude:</b>	37.896997 / -121.251143
<b>Restrictions:</b>	Political / Marijuana

\*All advertisers will also be shown on our 4' x 8' baggage claim board at no extra charge.\*



### MORE INFORMATION:

- This 8' x 16' foot LED billboard is located inside the Stockton Metropolitan Airport waiting area, directly above the departure gate.
- An average of 215,000 people view this sign every year.

To inquire about advertising or for more information: Call 888-727-2292 or email [Peter@AnchorBillboards.com](mailto:Peter@AnchorBillboards.com)  
AnchorBillboards.com



- Ads run from 6:00 AM to 10:00 PM daily.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- No additional cost for multiple slide rotations.
- All advertisers will also be shown on our 4' x 8' baggage claim board at no extra charge.

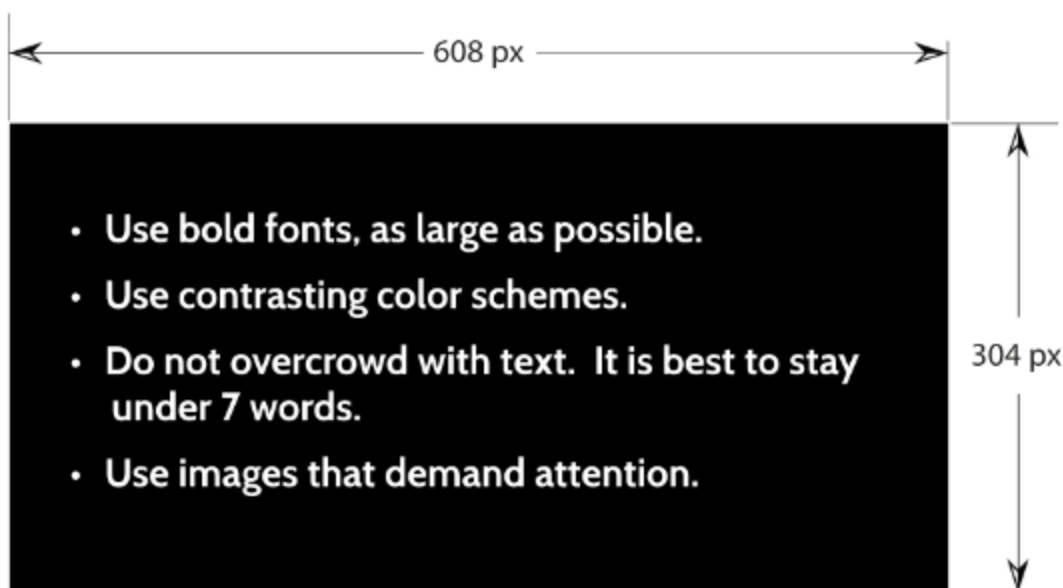
# Stockton

## Metro Airport

(Interior Terminal & Baggage Claim)

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	SPOTS PER 4 WEEKS	4 WEEK RATE
FULL	4 WEEKS	56.25	900	6,300	25,200	\$600
HALF	4 WEEKS	28.125	450	3,150	12,600	\$350

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.



# Stockton/Lodi

Hwy 99, 8 Mile Rd.



**Built in early 2021**, this 14' x 48', double-sided digital billboard is located on Hwy 99 in Morada, CA. The sign location is a short 10-minute drive south of downtown Lodi, and a 13-minute drive north of downtown Stockton. Traffic to and from Sacramento, Elk Grove, Lodi, and Stockton pass by this location every day. Morada itself has over 4,000 residents with the median household income being \$147,564, and the median property value being \$673,700. Both the north and south faces of this sign provide massive exposure and are sure to be a great way to get noticed!

<b>Panel #:</b>	10-3520 and 10-3519
<b>Market:</b>	Central Valley California
<b>Type:</b>	16 mm AdVision LED
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	Hwy 99, .5 Miles South of 8 Mile Rd., Stockton, CA
<b>Facing:</b>	North / South
<b>Screen Size:</b>	14' x 48'
<b>Pixel Matrix:</b>	260 x 920
<b>D.E.C.:</b>	133,500
<b>Latitude/Longitude:</b>	38.04999 / -121.2585
<b>Restrictions:</b>	Negative Politics / Marijuana

## MORE INFORMATION:

- This 50' tall, V-shaped sign, has a double-sided, 16mm full color digital display.
- Viewed by over 2,670,000 vehicles per month with a standard occupancy 1.5 people at 18+ years of age.
- Traffic at this location delivers approximately 48,060,000 impressions per year.

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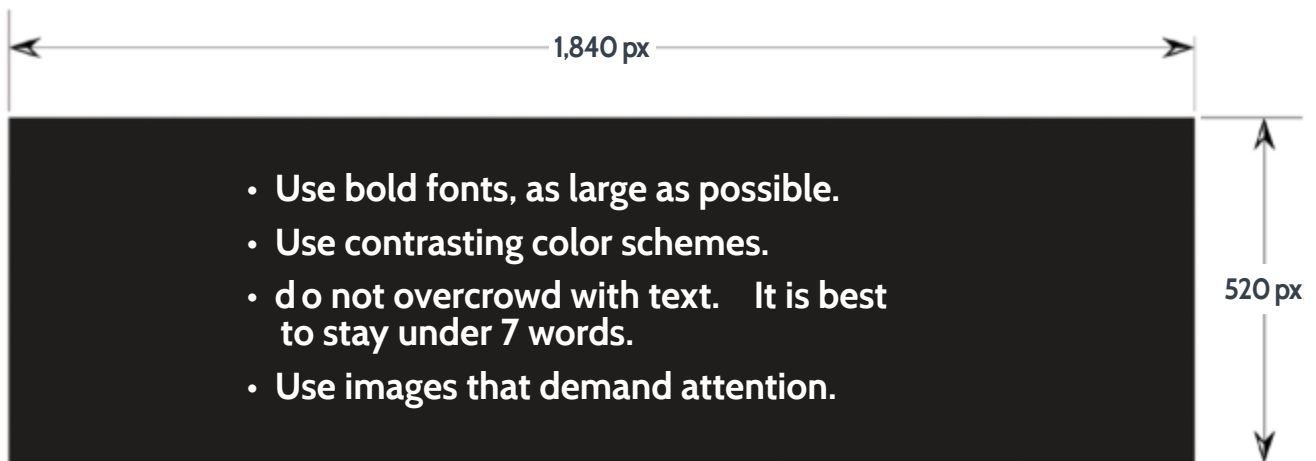
- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the northbound or southbound side of the sign.
- No additional cost for multiple slide rotations.

# Stockton/Lodi

Hwy 99, 8 Mile Rd.

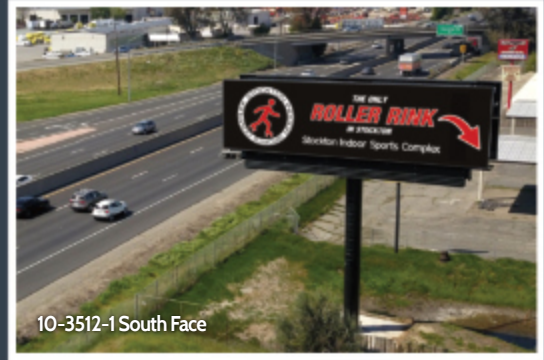
PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	NORTH FACE (LHR)	SOUTH FACE (RHR)	BOTH FACES
FULL	4 WEEKS	56.25	1,350	9,450	\$1,400	\$1,500	\$2,500
HALF	4 WEEKS	28.125	675	4,725	\$800	\$850	\$1,450

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.



# Stockton

Hwy 99, Cherokee Rd.



10-3512-1 South Face



**Built in 2021**, about halfway through Stockton on Hwy 99, this 14' x 48', double-sided digital billboard demands attention. The board has around 92,000 vehicles pass by it every day, giving around 138,000 daily impressions. People traveling to and from Sacramento, Manteca, Modesto, and Stockton frequent this section of Hwy 99. This billboard is also a great location to target travelers heading into the foothills and California's Gold Country. If you are looking to promote your business, event or organization, this is a great way to get noticed!

<b>Panel #:</b>	10-3512-1 and 10-3512-2
<b>Market:</b>	Central Valley California
<b>Type:</b>	20 mm AdVision LED
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	Hwy 99, 500' South of Cherokee Rd., Stockton, CA
<b>Facing:</b>	North / South
<b>Screen Size:</b>	14' x 48'
<b>Pixel Matrix:</b>	167 x 589
<b>D.E.C.:</b>	138,000
<b>Latitude/Longitude:</b>	37.990758 / -121.25184
<b>Restrictions:</b>	Negative Politics / Marijuana



10-3512-2 North Face

## MORE INFORMATION:

- This 50' tall sign has a double-sided, 20mm, full color digital display.
- Viewed by over 2,760,000 vehicles per month with a standard occupancy 1.5 people at 18+ years of age.
- Traffic at this location delivers approximately 49,680,000 impressions per year.

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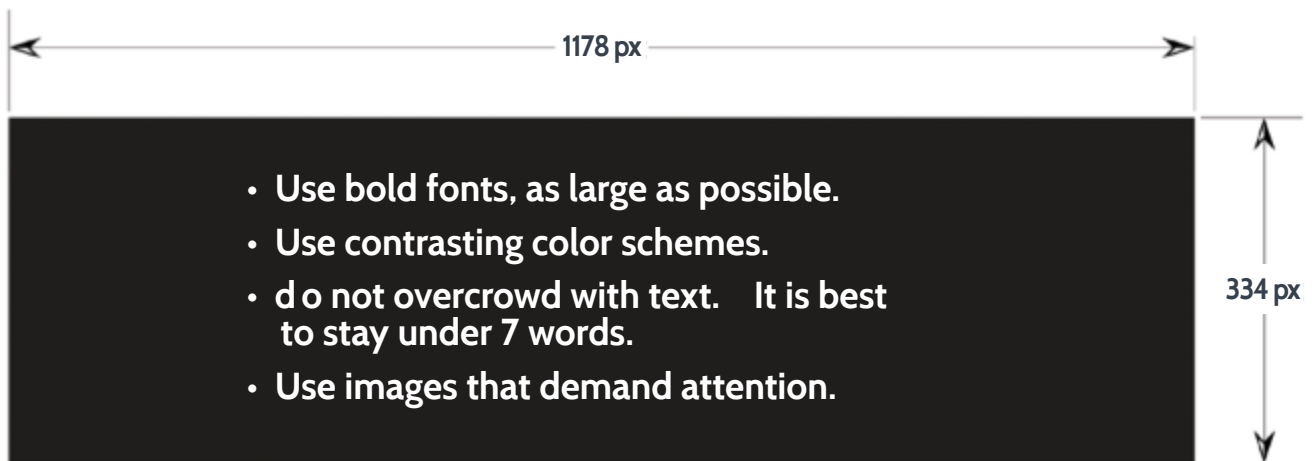
# Stockton

Hwy 99, Cherokee Rd.

- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the northbound or southbound side of the sign.
- No additional cost for multiple slide rotations.

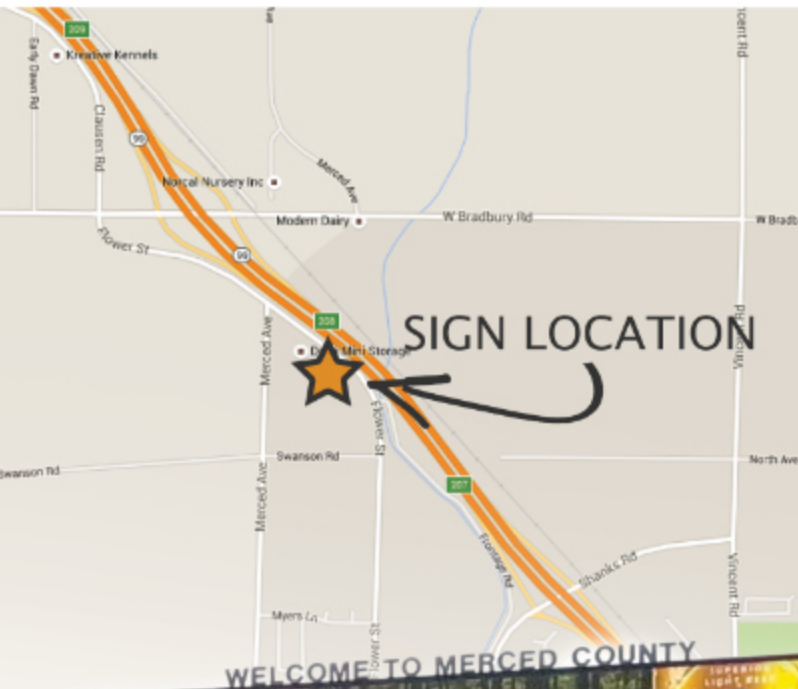
PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	NORTH FACE (LHR)	SOUTH FACE (RHR)	BOTH FACES
FULL	4 WEEKS	56.25	1,350	9,450	\$1,400	\$1,500	\$2,500
HALF	4 WEEKS	28.125	675	4,725	\$800	\$850	\$1,450

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.



# Turlock

Merced County, Hwy 99



**Turlock, CA** is located between Modesto and Merced along Hwy 99 in the heart of California. The thriving city of Turlock is only 4 miles north of the sign location with a population of over 72,000, while Modesto has a population of nearly 205,000. Our digital billboard on Hwy 99 has high visibility from both directions and is the only digital billboard along HWY 99 in Merced County. Close by is an array of shopping centers and plazas that draw consumers from surrounding cities and towns. "Welcome to Merced County" is displayed atop the sign for southbound traffic to view, drawing added attention to the already prominent digital screen. With a D.E.C of 95,000, and being located just south of the Merced and Stanislaus County line, advertising on this sign is a great way to get noticed.

<b>Panel #:</b>	916204-1 and 916204-2
<b>Market:</b>	Central Valley California
<b>Type:</b>	16 mm Watchfire
<b>Spot Length:</b>	8 seconds
<b>Location:</b>	500 ft S of the Bradbury overpass West Hwy 99, Delhi
<b>Facing:</b>	North / South
<b>Screen Size:</b>	14' x 48'
<b>Pixel Matrix:</b>	240 x 864
<b>D.E.C.:</b>	95,000
<b>Latitude/Longitude:</b>	37.4455495 / -120.794141
<b>Restrictions:</b>	Negative Politics / Marijuana

## MORE INFORMATION:

- This 70' tall, V-shaped sign, has a double-sided, 16mm full color digital display.
- Viewed by over 3,840,000 vehicles per month with a standard occupancy 1.5 people at 18+ years of age.
- Traffic at this location delivers approximately 69,350,000 impressions per year.

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- Ads are posted to start at 12:01 AM on Mondays and run through 11:59 PM on Sunday.
- You may supply your own graphics or we can design the ad for you. Our current graphic design fee is \$100 per hour.
- Select either the northbound or southbound side of the sign.
- No additional cost for multiple slide rotations.

# Turlock

Merced County, Hwy 99

PACKAGE	TERM	SPOTS PER HOUR	SPOTS PER DAY	SPOTS PER WEEK	NORTH FACE (RHR)	SOUTH FACE (LHR)	BOTH FACES
FULL	4 WEEKS	56.25	1,350	9,450	\$1,250	\$1,000	\$1,920
HALF	4 WEEKS	28.125	675	4,725	\$725	\$600	\$1,125

**Artwork** should be 300 dpi and in RGB format. Use the measurements below.

