

MEDIA KIT

Greater Fort Smith, Arkansas

RAM

Outdoor Advertising



DEBBIE ENGLISH

☎ (479) 459-5089

✉ deb@ramoutdoor.net

🌐 ramoutdoor.net



MEDIA KIT

About RAM Outdoor and Our Commitment

RAM Outdoor Advertising is privately owned and has operated billboards in the greater Fort Smith market since January 2004 and has over 18 years' experience in the industry. We currently have 163 faces, of which 111 are new high-definition digital displays. We are committed to quality and being pro-active, with the latest technology, to provide the best product and service billboards have to offer; all at affordable rates! RAM's bulletin (i.e., non-digital) billboards are equipped with state-of-the-art 24/7 illumination alerts via a wi-fi monitoring system and have been upgraded to LED lights. This results in brighter and more energy efficient illumination, which minimizes service requirements. RAM invested in true 16- and 19-mm high-definition digital displays, ensuring that our customers receive a sharp, crisp message with true to life colors. Our boards are strategically placed in prime spots to provide the best coverage and visibility with the heaviest traffic counts.

All RAM quotes are based on a 12-month billing cycle...

NOT FOUR WEEKS

A four-week billing period represents 13 billing periods in a year versus 12 billing periods in a year.

For Example: 52 weeks in a year ÷ 4 weeks = 13 billing cycles

A 12-month billing cycle may reduce your budget depending on location.



Our primary focus is to understand the distinctive goals and individual needs of our customers. We will collaborate with you to find the best location and/or plan for your needs. We encourage customers to take advantage of keeping their ads fresh. We offer three free digital designs a month and are known to send designs, for approval, without being requested. Our goal is to post advertisers messages within 2 hours upon receipt and we remove ads timely, so you will never have an expired message playing.

There are unlimited changes for digital customers who provide their own designs. RAM will send proof of performance reports at the end of the clients monthly billing cycle to validate receipt of showings.

“We take great pride in what we do and strive to ensure 100% customer satisfaction.” – [Craig Roberts](#)

MEDIA KIT

The Outdoor Advantage

Billboard advertising may be the oldest form of advertising, but it is not going anywhere – in fact, out of home advertising is predicted to show the most growth in 2021. * Outdoor advertising has a larger audience than any other type of advertising and has a lower cost per thousand than any other type of advertising. Billboards help improve your products awareness, and knowledge which also increases your sales and profits. Now, with digital, your campaigns can easily include customized schedules, which consist of dayparting, multiple ads per advertiser, time/temperature, counters and even use RSS feeds! Day parting refers to scheduling ads at various times of the day and days of the week. For example, if you have a fast-food restaurant, we could schedule your breakfast ad(s) to run only during breakfast time~5:30-10:30am and would do the same for lunchtime, and then for dinner content. RAM has many digital rotary packages available. These plans offer maximum coverage and include five fixed locations, per package, during the entire length of contract.

(See page 8 for rotary plans).

* SOURCE: ADAGE MARKETING FACT PACK, 2021; OAAA, 2021 TRENDS IN OOH/NIELSEN, 2019; NIELSEN, OOH ADVERTISING STUDY

“Working with RAM is a true pleasure, and my church could not be more pleased with the service. It is an affordable, enjoyable way to tell our community who we are and what we are up to. If you are looking for a way to do the same, I would highly recommend giving RAM Outdoor Advertising a try. We come back year after year because it works, and I am sure that you will find the same to be true for your company.”

Devon Dundee, Creative Media Pastor
Cavanaugh Free Will Baptist Church



*Example above is of RSS Feed.
RSS is a format for delivering
regularly changing web content.*

**Visit RAMOutdoor.net for further information,
including location maps and MORE testimonials.**

“We would be honored to partner with you and promise to deliver a product that will present the professional image that your company seeks to portray, while delivering you the best customer service possible.” - [Jamie Roberts](#)

COVERAGE AREA

Population by Market

Cities with Coverage	City Population	County with Coverage	County Population
Fort Smith	88,233	Sebastian	128,341
Barling	5,166	Sebastian	128,341
Greenwood	9,833	Sebastian	128,341
Van Buren	23,566	Crawford	63,013
Moffett	118	Sequoyah	42,548
Roland	4,087	Sequoyah	42,548

For more information on Fort Smith, please visit:

<https://www.fortsmithar.gov/>



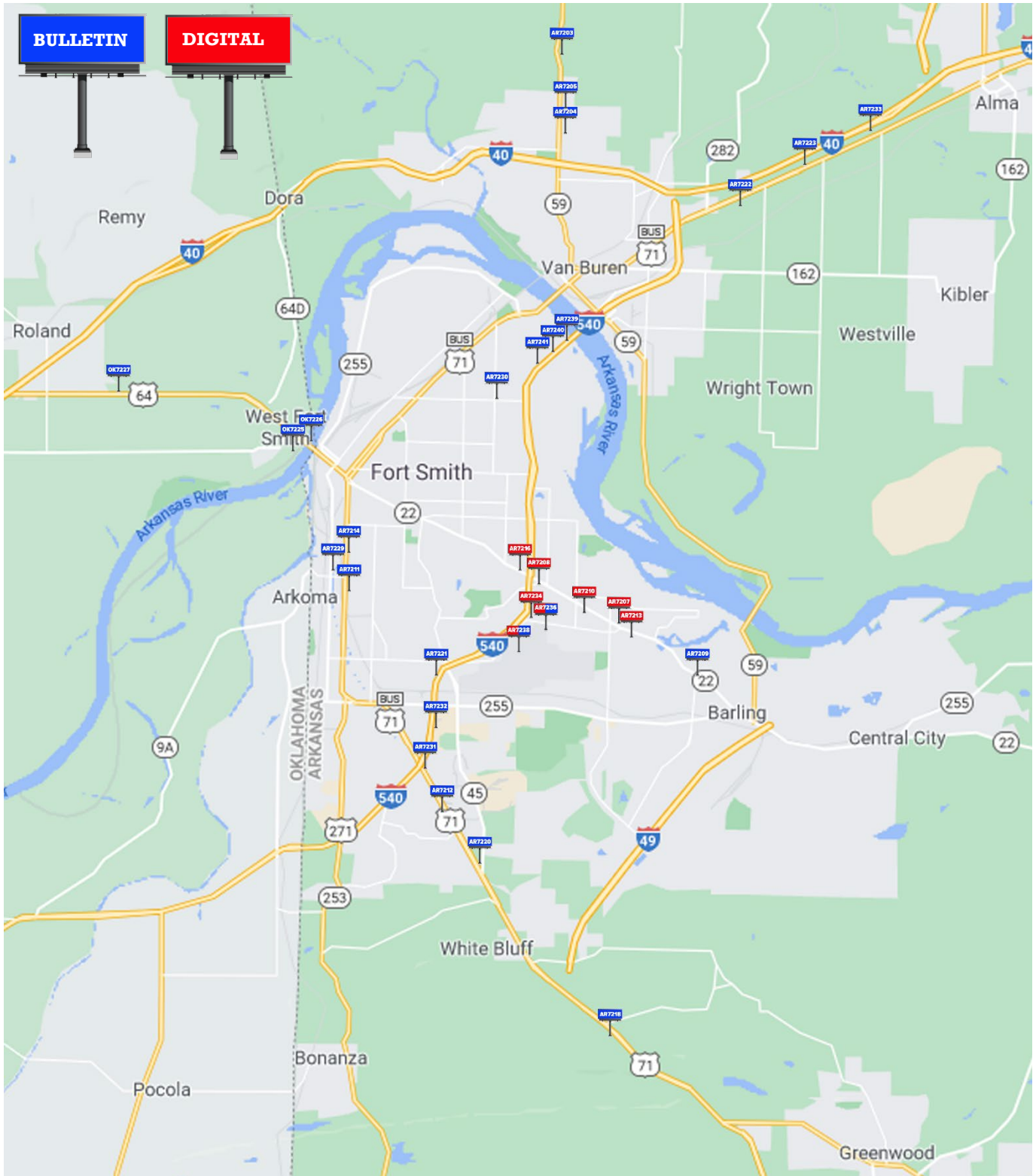
“My primary focus is to understand the distinctive goals and individual needs of our customers and will collaborate with you to find the best location and/or plan for your campaign.”

– [Debbie English](#)

COVERAGE AREA

14 Digital | 17 Bulletins

Click on structure for interactive map



MEDIA KIT

Fort Smith Digital Locations

DISPLAY #	LOCATION	FACE	READ PANEL	LIVE AREA SIZE	LATITUDE	LONGITUDE	PERSONS 18+ WKLY IMPS	LINK TO MAP	LINK TO LOCATION PHOTO SHEETS
AR7207E	Rogers Avenue N/S 1.1 Mile E/O I-540	E	Right	9'X29'	35.35163	-94.34790	125,580	AR7207E	7207E Profile
AR7207W	Rogers Avenue N/S 1.1 Mile E/O I-540	W	Left	10'X30'	35.35163	-94.34790	125,580	AR7207W	7207W Profile
AR7208E	Rogers Avenue S/S .3 Miles E/O I-540	E	Left	10'X30'	35.35664	-94.36038	202,860	AR7208E	7208E Profile
AR7208W	Rogers Avenue S/S .3 Miles E/O I-540	W	Right	10'X30'	35.35664	-94.36038	202,860	AR7208W	7208W Profile
AR7210E	Rogers Avenue S/S .85 Miles E/O I-540	E	Left	10'X30'	35.35318	-94.35238	183,540	AR7210E	7210E Profile
AR7210W	Rogers Avenue S/S .85 Miles E/O I-540	W	Right	10'X30'	35.35318	-94.35238	183,540	AR7210W	7210W Profile
AR7213E	Rogers Avenue S/S 1.3 Miles E/O I-540	E	Left	9'X29'	35.34966	-94.34454	125,580	AR7213E	7213E Profile
AR7213W	Rogers Avenue S/S 1.3 Miles E/O I-540	W	Right	9'X29'	35.34966	-94.34454	125,580	AR7213W	7213W Profile
AR7216E	Rogers Avenue N/S .15 Miles W/O I-540	E	Right	10'X30'	35.36084	-94.36732	164,220	AR7216E	7216E Profile
AR7216W	Rogers Avenue N/S .15 Miles W/O I-540	W	Left	10'X30'	35.36084	-94.36732	164,220	AR7216W	7216W Profile
AR7234N	I-540 E/S 1.75 Miles S/O Rogers Avenue	N	Left	12'X40'	35.33965	-94.38124	236,670	AR7234N	7234N Profile
AR7234S	I-540 E/S 1.75 Miles S/O Rogers Avenue	S	Right	12'X40'	35.33965	-94.38124	236,670	AR7234S	7234S Profile
AR7236E	Phoenix Avenue S/S .2 Miles S/O I-540	E	Left	10'X30'	35.33795	-94.38372	77,280	AR7236E	7236E Profile
AR7238S	Old Greenwood Road W/S .5 Miles S/O I-540	S	Left	10'X30'	35.33067	-94.38778	91,770	AR7238S	7238S Profile

For more information or pricing, please contact:

Debbie English at (479) 459-5089 or deb@ramoutdoor.net

DIGITAL DISPLAYS

Welcome to "Digital Flexibility"

Our digital billboards display high resolution images every minute. In addition, they allow advertisers the flexibility to change messages almost immediately during the day to promote daily deals, launch new products, or change/add a fresh look to an existing message. The colors are vibrant, and the images are crystal-clear, keeping the audience's attention.

RAM OFFERS YOU:

- **First in class visibility on the busiest arteries in the city**
- **Three free designs, per month, and unlimited copy changes**
- **Guaranteed 1,400 showings a day, depending on your plan**
- **Monthly proof of performance reports to validate receipt of showings**
- **Multiple rotary plans available, that include five guaranteed locations for duration of contact**
- **Every minute and every other minute plans available**
- **The board size listed is the "LIVE AREA" display**
- **Brilliant, vibrant color brightness**
- **RSS and other Special Alert Feeds**
- **RAM will notify clients should a board ever need maintenance, and will post their campaign to another board, of equal or greater value. Campaign will remain on the temporary board for an extra day after the contracted board has been repaired.**

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DIGITAL ROTARIES

The best way to “Maximize” your coverage

Click on plan for more information:

PLAN	GUARANTEED DISPLAYS	PERSONS 18+ WKLY IMPS
Black	AR7208E, AR7208W, AR7210W, AR7216E & AR7234N	136,640
Blue	AR7210W, AR7216W, AR7234S, AR7236E & AR7238S	103,978
Bronze	AR7207W, AR7208E, AR7213E, AR7213W & AR7238S	100,436
Green	AR7210E, AR7216W, AR7234N, AR7236E & AR7238S	103,978
Grey	AR7208E, AR7210W, AR7213W, AR7234N & AR7236E	113,981
Gold	AR7207E, AR7208E, AR7213W, AR7216W & AR7234S	125,762
Orange	AR7207W, AR7210W, AR7216E, AR7216W & AR7234N	128,429
Red	AR7207W, AR7234N, AR7234S, AR7236E & AR7238S	113,764
Rogers Ave	AR7207W, AR7210E, AR7210W, AR7216E & AR7216W	121,100
Silver	AR7207W, AR7213E, AR7213W, AR7236E & AR7238S	83,104
White	AR7208E, AR7208W, AR7210W, AR7216W & AR7234S	136,640
Yellow	AR7207W, AR7213E, AR7213W, AR7236E & AR7238S	83,104

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Fort Smith Bulletin Locations (Includes Barling & Greenwood) – Pg.1

DISPLAY #	LOCATION	FACE	READ PANEL	LIVE AREA SIZE	LATITUDE	LONGITUDE	PERSONS 18+ WKLY IMPS	LINK TO MAP	LINK TO LOCATION PHOTO SHEETS
AR7209E	Fort Street N/S 3 Miles E/O I-540 (Barling)	E	Right	10'X30'	35.34000	-94.32016	82,593	AR7209E	7209E Profile
AR7209W	Fort Street N/S 3 Miles E/O I-540 (Barling)	W	Left	10'X30'	35.34000	-94.32016	82,593	AR7209W	7209W Profile
AR7211N	Towson Ave. E/S 1.8 Miles S/O Rogers Ave.	W	Left	10'X30'	35.35731	-94.42179	96,292	AR7211N	7211N Profile
AR7211S	Towson Ave. E/S 1.8 Miles S/O Rogers Ave.	S	Right	10'X30'	35.35731	-94.42179	96,292	AR7211S	7211S Profile
AR7212N	Highway 71S W/S 1.6 Miles S/O I-540	N	Right	10'X30'	35.29105	-94.38450	105,539	AR7212N	7212N Profile
AR7212S	Highway 71S W/S 1.6 Miles S/O I-540	S	Left	10'X30'	35.29105	-94.38450	105,539	AR7212S	7212S Profile
AR7214N	Towson Ave. E/S 1.2 Miles S/O Rogers Ave.	N	Left	10'X30'	35.36614	-94.42136	96,355	AR7214N	7214N Profile
AR7214S	Towson Ave. E/S 1.2 Miles S/O Rogers Ave.	S	Right	10'X30'	35.36614	-94.42136	96,355	AR7214S	7214S Profile
AR7218NT	Hwy. 71S W/S 5 MI S/O I-540 (Greenwood)	N	Right	10'6"X36'	35.24417	-94.33790	96,362	AR7218NT	7218NT Profile
AR7218NB	Hwy. 71S W/S 5 MI S/O I-540 (Greenwood)	N	Right	10'6"X36'	35.24417	-94.33790	96,362	AR7218NB	7218NB Profile
AR7218ST	Hwy. 71S W/S 5 MI S/O I-540 (Greenwood)	S	Left	10'6"X36'	35.24417	-94.33790	96,362	AR7218ST	7218ST Profile
AR7218SB	Hwy. 71S W/S 5 MI S/O I-540 (Greenwood)	S	Left	10'6"X36'	35.24417	-94.33790	96,362	AR7218SB	7218SB Profile
AR7220NT	Highway 71S E/S 2 Miles S/O I-540	N	Left	10'6"X36'	35.28095	-94.37668	119,301	AR7220NT	7220NT Profile
AR7220NB	Highway 71S E/S 2 Miles S/O I-540	N	Left	10'6"X36'	35.28095	-94.37668	119,301	AR7220NB	7220NB Profile
AR7220ST	Highway 71S E/S 2 Miles S/O I-540	S	Right	10'6"X36'	35.28095	-94.37668	119,301	AR7220ST	7220ST Profile
AR7220SB	Highway 71S E/S 2 Miles S/O I-540	S	Right	10'6"X36'	35.28095	-94.37668	119,301	AR7220SB	7220SB Profile
AR7221N	I-540 W/S .2 MI S/O Old Greenwood Road	N	Right	10'X30'	35.33430	-94.39475	220,248	AR7221N	7221N Profile
AR7221S	I-540 W/S .2 MI S/O Old Greenwood Road	S	Left	10'X30'	35.33430	-94.39475	220,248	AR7221S	7221S Profile

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Fort Smith Bulletin Locations (Includes Oklahoma) - Pg. 2

DISPLAY #	LOCATION	FACE	READ PANEL	LIVE AREA SIZE	LATITUDE	LONGITUDE	PERSON S 18+ WKLY IMPS	LINK TO MAP	LINK TO LOCATION PHOTO SHEETS
AR7229N	Wheeler Ave. E/S @ South "Y" Street	N	Left	10'X30'	35.35983	-94.42578	73,416	AR7229N	7229N Profile
AR7229S	Wheeler Ave. E/S @ South "Y" Street	S	Right	10'X30'	35.35983	-94.42578	73,416	AR7229S	7229S Profile
AR7230E	Kelley Hwy. N/S 200' W/O N. 50th Street	E	Right	10'X30'	35.40386	-94.37701	96,263	AR7230E	7230E Profile
AR7230W	Kelley Hwy. N/S 200' W/O N. 50th Street	W	Left	10'X30'	35.40386	-94.37701	96,362	AR7230W	7230W Profile
AR7231N	SR-71 E/S 500' S/O I-540	N	Left	10'X30'	35.31150	-94.39775	128,478	AR7231N	7231N Profile
AR7231S	SR-71 E/S 500' S/O I-540	S	Right	10'X30'	35.31150	-94.39775	128,478	AR7231S	7231S Profile
AR7232N	I-540 E/S 1500' S/O Zero Street	N	Left	14'X48'	35.32221	-94.39507	201,894	AR7232N	7232N Profile
AR7232S	I-540 E/S 1500' S/O Zero Street	S	Right	14'X48'	35.32221	-94.39507	201,894	AR7232S	7232S Profile
AR7236W	Phoenix Avenue S/S .2 Miles S/O I-540 (Tri-Vision)	W	Right	10'X30'	35.33795	-94.38372	77,280	AR7236W	7236W Profile
AR7238N	Old Greenwood Road W/S .5 Miles S/O I-540	N	Right	10'X30'	35.33067	-94.38778	91,770	AR7238N	7238N Profile
AR7239N	I-540 W/S 400' S/O Arkansas River	N	Right	10'7"X30'	35.41897	-94.35343	206,486	AR7239N	7239N Profile
AR7240N	I-540 W/S 1000' S/O Arkansas River	N	Right	12'X40'	35.41803	-94.35485	206,486	AR7240N	7240N Profile
AR7241N	I-540 W/S 1500' S/O Arkansas River	N	Right	10'6"X32'	35.416707	-94.356591	206,486	AR7241N	7241N Profile
OK7225E	Hwy. 64 S/S 1000' W/O Ark. State Line (Moffett)	E	Left	14'X48'	35.39704	-94.44044	119,301	OK7225E	7225E Profile
OK7225W	Hwy. 64 S/S 1000' W/O Ark. State Line (Moffett)	W	Right	14'X48'	35.39704	-94.44044	119,301	OK7225W	7225W Profile
OK7226E	Hwy. 64 N/S 1000' W/O Ark. State Line (Moffett)	E	Right	14'X48'	35.39746	-94.44025	119,301	OK7226E	7226E Profile
OK7226W	Hwy. 64 N/S 1000' W/O Ark. State Line (Moffett)	W	Left	14'X48'	35.39746	-94.44025	119,301	OK7226W	7226W Profile
OK7227E	Hwy. 64 N/S 1.8 MI E/O I-40 (Roland)	E	Right	14'X48'	35.40548	-94.49277	99,568	OK7227E	7227E Profile
OK7227W	Hwy. 64 N/S 1.8 MI E/O I-40 (Roland)	W	Left	14'X48'	35.40548	-94.49277	99,568	OK7227W	7227W Profile

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Van Buren Bulletin Locations

DISPLAY #	LOCATION	FACE	READ PANEL	LIVE AREA SIZE	LATITUDE	LONGITUDE	PERSONS 18+ WKLY IMPS	LINK TO MAP	LINK TO LOCATION PHOTO SHEETS
AR7203NT	Highway 59 E/S 1.75 Miles N/O I-40 Top	N	Left	10'6"X36'	35.48581	-94.35564	32,123	AR7203NT	7203NT Profile
AR7203NB	Highway 59 E/S 1.75 Miles N/O I-40 Bottom	N	Left	10'6"X36'	35.48581	-94.35564	32,123	AR7203NB	7203NB Profile
AR7204N	Highway 59 E/S .55 Miles N/O I-40	N	Left	10'6"X36'	35.47161	-94.35600	100,947	AR7204N	7204N Profile
AR7204S	Highway 59 E/S .55 Miles N/O I-40	S	Right	10'6"X36'	35.47161	-94.35600	100,947	AR7204S	7204S Profile
AR7205N	Highway 59 E/S .75 Miles N/O I-40	N	Left	10'6"X36'	35.47325	-94.35595	100,947	AR7205N	7205N Profile
AR7205S	Highway 59 E/S .75 Miles N/O I-40	S	Right	10'6"X36'	35.47325	-94.35595	100,947	AR7205S	7205S Profile
AR7222E	Highway 64 S/S 1.1 Mile E/O I-540	E	Left	10'6"X36'	35.45227	-94.30620	73,416	AR7222E	7222E Profile
AR7222W	Highway 64 S/S 1.1 Mile E/O I-540	W	Right	10'6"X36'	35.45227	-94.30620	73,416	AR7222W	7222W Profile
AR7223ET	Highway 64 N/S 2.67 Miles E/O I-540 Top	E	Right	10'6"X36'	35.46301	-94.27827	68,831	AR7223ET	7223ET Profile
AR7223EB	Highway 64 N/S 2.67 Miles E/O I-540 Bottom	E	Right	10'6"X36'	35.46301	-94.27827	68,831	AR7223EB	7223EB Profile
AR7223WT	Highway 64 N/S 2.67 Miles E/O I-540 Top	W	Left	10'6"X36'	35.46301	-94.27827	68,831	AR7223WT	7223WT Profile
AR7223WB	Highway 64 N/S 2.67 Miles E/O I-540 Bottom	W	Left	10'6"X36'	35.46301	-94.27827	68,831	AR7223WB	7223WB Profile
AR7233WT	I-40 S/S 1.8 Miles W/O I-49 Top	W	Right	10'6"X36'	35.46901	-94.26901	174,363	AR7233WT	7233WT Profile
AR7233WB	I-40 S/S 1.8 Miles W/O I-49 Bottom	W	Right	10'6"X36'	35.46901	-94.26901	174,363	AR7233WB	7233WB Profile

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DESIGN SPECS

Creating optimum artwork for digital billboards

Physical size of your sign: 10' tall x 30' wide
 Matrix of your sign (in pixels): 180 tall x 540 wide
 Pixel pitch: 12mm E-16mm 16mm
 19mm 25mm 35mm

Physical size of your sign: 12" tall x 40' wide
 Matrix of your sign (in pixels): 192 tall x 640 wide
 Pixel pitch: 12mm E-16mm 16mm
 19mm 25mm 35mm

For artwork image quality, we recommend:

Multiply your sign's matrix by: **2**

Artwork size will be (in pixels): 360 tall x 1,080 wide

A(n) 36 pixel character will be 1 foot tall.

Characters per line*: **108** Lines per frame*: **22**

For artwork image quality, we recommend:

Multiply your sign's matrix by: **2**

Artwork size will be (in pixels): 384 tall x 1,280 wide

A(n) 32 pixel character will be 1 foot tall.

Characters per line*: **128** Lines per frame*: **24**

FILE FORMAT

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Resolution: 72 dpi is adequate. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct.

- Avoid spelling out complete sentences. Don't use eight words when four will do.
- Stick with shorter, simple words to maximize quick comprehension by motorists.
- A single message idea will read quicker and more easily than trying to combine multiple offers.

KEEP IT BIG

Large text will allow motorists to see your message from a greater distance. If your text is too small, it will be too hard to read. Your audience is then likely to disregard your messages entirely. Although capable of much smaller, we recommend a 12" character as a minimum.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BAD GOOD **BEST**
 sans-serif

BAD GOOD **BEST**
 serif

KEEP IT COLORFUL

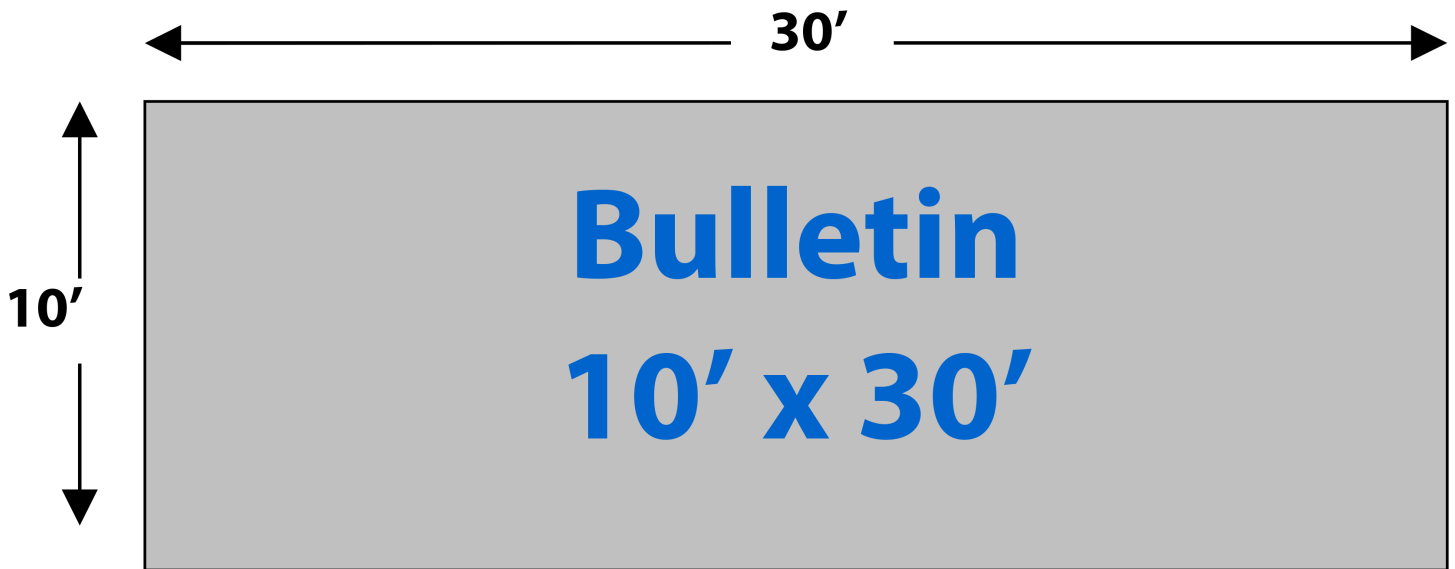
High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. Refer to the samples below for many of the best text color vs. background color combinations for your electronic sign.



DESIGN SPECS

10' x 30' Bulletin Billboards

Bulletin (10x30) Art

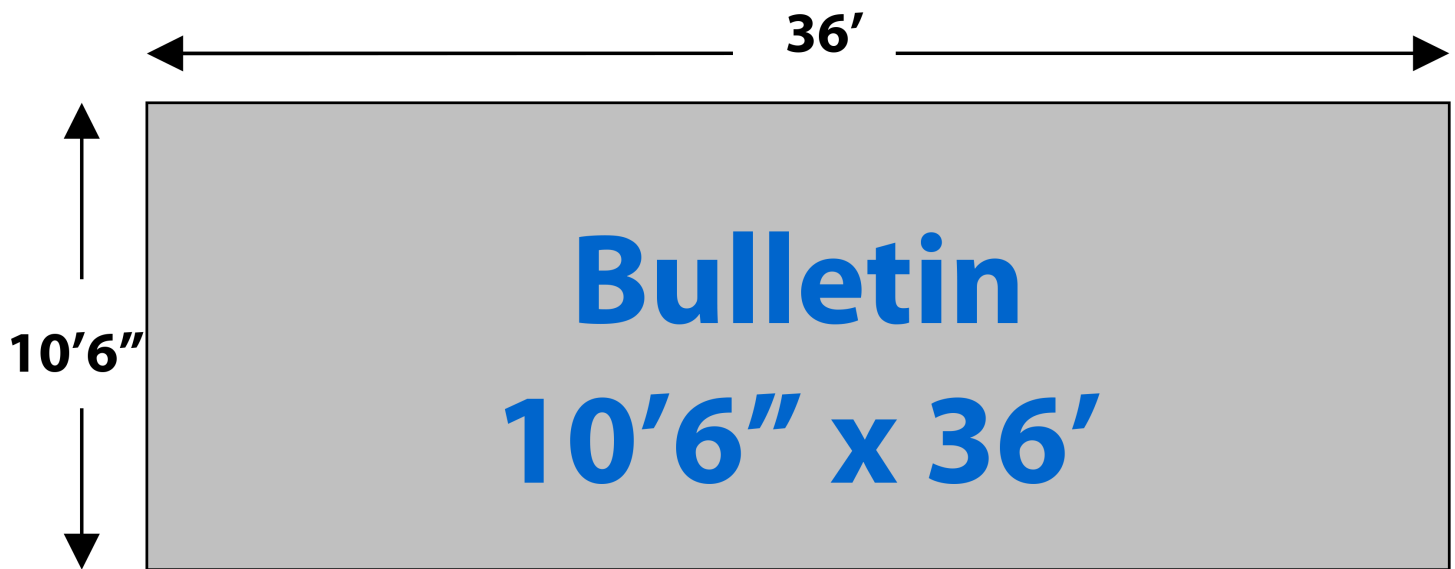


Final Size	Height	Width
Production Size	10'	30'
Bleed Size (6" on each side)	11'	31'
Mechanical Size	5"	15"
Mechanical Bleed Size (.25" on each side)	5.5"	15.5"

DESIGN SPECS

10'6" x 36' Bulletin Billboards

Bulletin (10.5x36) Art

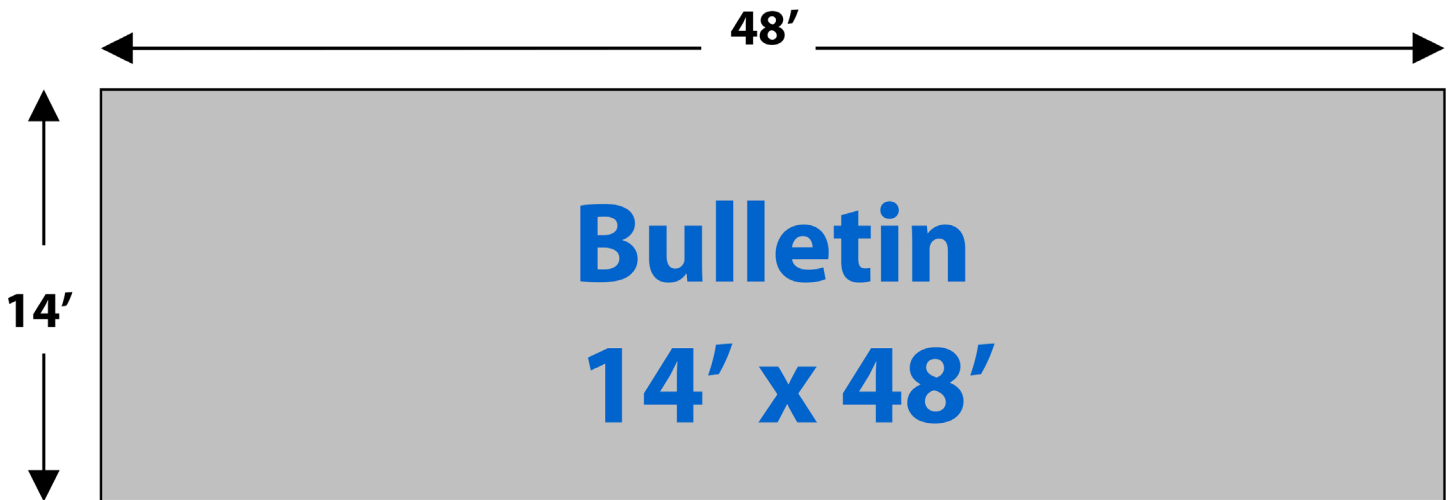


Final Size	Height	Width
Production Size	10'6"	36'
Bleed Size (6" on each side)	11'6"	37'
Mechanical Size	5.25"	18"
Mechanical Bleed Size (.25" on each side)	5.75"	18.5"

DESIGN SPECS

14' x 48' Bulletin Billboards

Bulletin (14'x 48') Art



Final Size	Height	Width
Production Size	14'	48'
Bleed Size (6" on each side)	15'	49'
Mechanical Size	7"	24"
Mechanical Bleed Size (.25" on each side)	7.5"	24.5"

THANK YOU!

On behalf of all of us, thank you for your interest in [RAM](#) Outdoor Advertising, Fort Smith's premier billboard company.

We know you have a choice, and we sincerely appreciate this opportunity to earn your business and your trust.

We have a strong commitment to customer service and excellence in the quality of product we deliver. Please be assured that we will work very closely with you to exceed your expectations of our company and the outdoor industry.

Please contact us if we can be of further assistance.

Sincerely,

Craig Roberts - Managing Partner:

craig@ramoutdoor.net - (972) 672-7311

Jamie Roberts - Partner, Accounting/Creative:

jamie@ramoutdoor.net - (214) 507-7037

Debbie English - Sales Representative / Account Executive:

deb@ramoutdoor.net - (479) 459-5089

