

75,000
2-WAY AVG DAILY TRAFFIC
CALTRANS AADT ROSEMEAD BLVD

≈ 50,000+
DAILY IMPRESSIONS
x1.35 OCCUPANCY x0.50 VISIBILITY

≈ 350,000+
WEEKLY IMPRESSIONS
1.5M+ MONTHLY 1.4M+ PER 4 WKS

24 / 7
YEAR-ROUND OPERATION
365 DAYS · ALL WEATHER

ROSEMEAD · SOUTH EL MONTE · EL MONTE · SAN GABRIEL VALLEY · LOS ANGELES COUNTY

530,000+ WITHIN 5 MI · 2.3M+ WITHIN 10 MI · 2-WEEK MINIMUM · $3-$10 CPM



N/S dual-face digital bulletin · SR-164 & Garvey Ave visibility

DIGITAL LED BILLBOARD

3101 Rosemead Blvd (SR-164) · 14 ft × 48 ft Digital
El Monte, CA 91731

GPS / COORDINATES
34.0652° N / 118.0680° W
El Monte, CA 91731 · Los Angeles County · San Gabriel Valley

SIGN SPECIFICATIONS

Dimensions	**14 ft H × 48 ft W**
Faces	**North & South**
Resolution	**1,692 × 468 px**
Pixel Pitch	**16mm LED**
Brightness	**Up to 7,500+ Nits**
Spot Duration	**6 sec · 8 per 48-sec loop**
Campaign	**2-week min. · $3-$10 CPM**

MARKET CONTEXT

Cities Served	**Rosemead · South El Monte · El Monte**
Corridor	**SGV's busiest N/S arterial — SR-164 / Rosemead Blvd**
I-10 Access	**I-10 interchange 0.5 mi north 200,000+ vehicles/day**
Dual Visibility	**Garvey Ave cross-traffic — bonus reach from an additional high-volume corridor**
Format Size	**Largest billboard format on the SR-164 corridor**
Demographics	**$83,000+ median HH income (5 mi) · 530,000+ within 5 mi · 2.3M+ in 10 mi (Census ACS)**
Commuter Rate	**87% of working-age adults drive**

THE OUT-OF-HOME ADVANTAGE

WHY IT WORKS · AUDIENCE REACH · PERFORMANCE DATA · ROI BENCHMARKS · TRUST · IMPACT

$9.3B
U.S. OOH AD SPEND
Fastest-growing traditional ad format. Consistent ROI at national scale.

71%
WEEKLY NOTICE RATE
Seven in ten U.S. adults notice OOH ads weekly. Same audience, every week.

82%
DOOH AD RECALL
82% of people who notice a digital billboard recall its ads. Nielsen 2015.

4×
MOBILE SEARCH LIFT
OOH drives four times more mobile search than digital-only campaigns.

Source: OAAA Industry Report 2024 · Nielsen OOH Study 2019 · Nielsen Digital Billboard Study 2015 · eMarketer

ROI & EFFECTIVENESS

ROI Index	$5.97 return per $1 invested
Brand Awareness Lift	+54% vs. no OOH — Nielsen
Purchase Intent	+38% vs. control group
Physical Visit Lift	+30% in-location foot traffic
Consumer Action Rate	66% acted on phone after OOH
Mobile + OOH Lift	+48% vs. OOH alone
Creative Recall	+38% contrast-optimized design

AUDIENCE & REACH

Away From Home	70% of waking hours spent out
U.S. Reach	90% of Americans 16+ see OOH
Awareness Speed	2× faster than TV at brand recall
Ad Receptivity	72% prefer OOH over online ads
Trust Ranking	2nd most trusted ad format
Notice Rate	71% of U.S. adults notice OOH
Dwell Time	3.8 sec avg — strong for media ads

$5.97
RETURN PER $1 INVESTED
Highest ROI among traditional formats. Every dollar works harder.

90%
AMERICANS REACHED WEEKLY
Nine in ten adults see OOH weekly. No other format matches this reach.

#2
MOST TRUSTED AD FORMAT
Second only to word-of-mouth in trust. Credibility that converts

ZERO
AD BLOCKERS · SKIP BUTTONS
No ad blockers. No skip buttons. No opt-out. The unavoidable format.

Source: OAAA / Nielsen OOH ROI Study 2024 · Kantar OOH Studies 2023–2024 · IAB

HOW DIGITAL OOH WORKS

Ad Format	Full-color LED — bulletin or large format
Spot Duration	6-second spots, 8 per 48-sec loop — shared or exclusive
Creative Updates	Real-time changes — no print, no swap-out
Impression Counting	Estimated from Caltrans traffic counts (AADT)
Campaign Speed	Live in 24–48 hrs from creative approval

OOH vs. OTHER MEDIA

vs. TV	No DVR skip, no paywall — always on
vs. Radio	Visual impact + precise location context
vs. Online Ads	Zero ad blockers or skip buttons
vs. Print	24/7 live exposure — not one print cycle
Cost Efficiency	$3–$10 CPM — premium reach at scale

Source: OAAA · Nielsen · Kantar · eMarketer · IAB · DPAA 2023–2024

CREATIVE RESOURCES & SPECS

DESIGN TIPS · FILE REQUIREMENTS · CONTENT GUIDELINES · HOW TO SUBMIT · GO-LIVE CHECKLIST

7	3 SEC	1,692×468	48 HRS
WORDS OR FEWER	AVERAGE READ TIME	STANDARD PIXEL SPEC	CREATIVE LEAD TIME
The golden rule. A driver at 65 mph has seconds to read — keep copy short.	Your creative must communicate instantly. One message. One takeaway.	1,692 × 468 px at 72 DPI. RGB color mode. Exact-size, screen-ready files only.	Submit approved files 48 hours before campaign go-live.

Rex Media creative guidelines · OAAA industry standards · IAB digital OOH specifications

DESIGN BEST PRACTICES

Copy Length	7 words max — no exceptions
Contrast	Dark bg, bright text — always
Focal Point	One message per board — eliminate the rest
Typography	Bold sans-serif — readable at 65 mph
Call to Action	URL or name only — skip the phone number

FILE SPECIFICATIONS

Pixel Size	1,692 × 468 px — exact size
Color Mode	RGB only — CMYK will not render
Static Files	JPG or PNG — under 5 MB
Video Files	MP4, 6 sec max — under 50 MB
Safe Zone	5% margin all sides — content stays inside

500 FT	RGB	2–3	JPG/PNG
VISIBILITY DISTANCE	COLOR MODE REQUIRED	COLORS MAX	ACCEPTED FILE FORMATS
Design for impact from 500 feet away. Bold type, high contrast, simple shapes.	Digital displays render RGB only. CMYK files will shift. Always deliver in RGB.	Limit your palette. Brand color dominant, one accent, white or black for contrast.	Static: JPG or PNG under 5 MB. Video: MP4 H.264, 6 sec max, under 50 MB. No PDF.

Rex Media production standards · DPAA digital OOH specs · IAB digital creative guidelines 2024

CONTENT GUIDELINES

Headlines	Sentence case — caps hurt readability at speed
Images	High-res, full-bleed — no stock filler
Backgrounds	Solid or gradient — patterns kill contrast
Spot Length	6 seconds per spot — 8 advertisers per 48-sec loop
Text Size	10% canvas height minimum — no fine print ever

SUBMISSION PROCESS

Step 1	Send brief + brand assets to Rex Media
Step 2	Spec review — compliance check completed
Step 3	Test on sign — preview link sent to client
Step 4	Client signs off — final approval to go-live
Step 5	Campaign live — tracked from day one