

Campaign Overview (Phase I)

The City of Missoula Cell Phone Ban campaign will begin February 2013 with two outdoor billboard placements in high traffic areas that reach both north and south areas of Missoula.

The outdoor billboard placements will provide high visibility of the Cell Phone Ban message and reach drivers while they are in their vehicles. Outdoor billboards will be supplemented with Mountain Line Transit advertising during the months of February, March, and April 2013. These bus placements will increase the frequency and visibility of the Cell Phone Ban message throughout Missoula.

The Mountain Line buses are rotated through city routes each day, which enables the Cell Phone Ban message to be seen across all bus routes in Missoula, further increasing the reach of the campaign.

Cell Phone Ban Phase I: February - April 2013										
BOARD#	LOCATION	HEADLINE	FACING	SIZE	DEC	WEEKLY IMP	ILLUM			
OUTDOOR BILLBOARD										
70781	I-90 W @ LOUISIANA PACIFIC #2 F/W	Texting	West	10'6" x 22'9"	12,976	n/a	YES			
80473	BROOKS @ LIVINGSTON #3 F/N	Girl on Phone	North	10'6" x 22'9"	17,451	51,306	YES			
70011	South Ave @ Stephens #1 F/W	Girl on Phone	West	10'6" x 22'9"	4,383	14,113	YES			
70057	RESERVE S/O MULLAN ROAD	Texting	North	10'6" x 22'9"	28,609	84,112	YES			
80211	WEST BROADWAY @ MAY #1 F/E	Girl on Phone	East	10'6" x 22'9"	12,861	49,515	YES			
80471	BROOKS @ LIVINGSTON #1 F/S	Texting	South	10'6" x 22'9"	17,451	51,306	YES			
BUS TRANSIT										
BUS	Rear	txt n drv?		21.25 high x 70.75 wide	-	30,000	n/a			
BUS	Curb (Streetside)	Use Hands Free		30.25 high x 88.75 wide	-	30,000	n/a			
BUS	Curb (Streetside)	Use Hands Free		30.25 high x 88.75 wide	-	30,000	n/a			

*all location placements based on available inventory as of January 4, 2013.

PHASE I Campaign Totals

Total Weekly Impressions - Outdoor: 250,352
Total Weekly Impressions - Transit: 90,000

Total Cost - Space: \$ 5,277
Total Cost - Production: \$ 1,726
\$ 7,003

Media Transit terminology

Outdoor DEC (Daily Effective Circulation): The average number of persons, in cars or other vehicles, exposed to the advertising message while passing by the billboard location during an 18 hour period (6:00am - 12:00 mid)

Impressions: The total number of times an advertising message is seen by the audience.

Frequency: The average number of times an advertising message is seen by individual members of the advertiser's audience.

Reach: The unduplicated number of individuals that will see the advertiser's message.

Campaign Overview (Phase II)

The second phase of the City of Missoula Cell Phone Ban campaign will continue the message into May, June, and July 2013 with three additional outdoor billboard placements in high traffic areas within Missoula. Outdoor billboards will again be supplemented with Mountain Line Transit placements, which will be seen throughout the City of Missoula. Billboard vinyls will be reused from Phase I locations, and bus transit signs will remain on the same bus lines to reduce additional production costs.

Cell Phone Ban Phase II: May - July 2013										
BOARD#	LOCATION	HEADLINE	FACING	SIZE	DEC	WEEKLY IMP	ILLUM			
OUTDOOR BILLBOARD										
80391	STEPHENS @ KENSINGTON #1 F/N	Girl on Phone	North	10' 6" x 22' 9"	10,901	35,100	YES			
80472	BROOKS @ LIVINGSTON #2 F/S	Texting	South	10' 6" x 22' 9"	17,451	51,306	YES			
80501	BROOKS @ PAXSON #1 F/N	Texting	North	10' 6" x 22' 9"	15,827	63,151	YES			
80492	BROOKS @ GARFIELD #2 F/S	Texting	South	10' 6" x 22' 9"	16,051	64,043	YES			
BUS TRANSIT										
BUS	Rear	txt n drv?		21.25 high x 70.75 wide	-	30,000	n/a			
BUS	Rear	txt n drv?		21.25 high x 70.75 wide	-	30,000	n/a			
BUS	Curb (Streetside)	Use Hands Free		30.25 high x 88.75 wide	-	30,000	n/a			
BUS	Curb (Streetside)	Use Hands Free		30.25 high x 88.75 wide	-	30,000	n/a			

*all location placements based on available inventory as of January 4, 2013.

PHASE II Campaign Totals

Total Weekly Impressions - Outdoor: 213,600
Total Weekly Impressions - Transit: 120,000

Total Cost - Space: \$ 5,067
Total Cost - Production: \$ 149
\$ 5,217



**USE HANDS
FREE 'CUZ
THE TICKET
WON'T BE.**

Hand-held cell use illegal in Missoula.



**DEFINITELY
NOT COVERED
BY YOUR
CELL PLAN.**

Hand-held cell use illegal in Missoula.



**txt n drv? u'll
owe mpd, pdq.**

Hand-held cell use illegal in Missoula.



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