

Daily Effective Circulation (DEC)

	Weekday	Weekend	Monthly	Annually
North Facing Screen	125775	111512	3.7 Million	44.5 Million
South Facing Screen	115395	106259	3.4 Million	41.2 Million

Daily Image Exposure*

North Facing Screen	964853	834130	28.2 Million	338.8 Million
South Facing Screen	751158	674754	22.2 Million	266.4 Million

* Images exposed to vehicle occupants. Quantity of viewer/observations vary based on speed and traffic flow. During peak traffic hours, viewers are exposed to significantly more images than at high vehicle speeds.

SiliconView Impressions at Speed

Speed (MPH)	Number of Images Exposed		Number of Advertising Blocks	
	Northbound	Southbound	Northbound	Southbound
5	66.8	80.5	8.4	10.1
35	10.3	12.3	1.3	1.5
65	6.0	7.0	0.7	0.9

SiliconView Reach

Over Six Million Monthly Impressions per spot

142 GRP's Per Month

Steady Volume of Traffic Throughout the Day