

Chamber of Flowood Member Benefit: Lamar Advertising



Through our partnership with Lamar Advertising, our Corporate, Silver, Gold, and Platinum-Level Chamber Members can be seen on **7 highly visible digital billboards in Flowood.**



Setting up your billboard:

1. Email office@flowoodchamber.com with any materials and information you'd like to see on your billboard. **Billboards in rotation are only edited if there is a change in branding/logos, contact information, and/or location, so please make sure you include business information that can stay up year-round.** Before emailing us, please note the following guidelines:

Billboards CAN include...

- Company logo
- Website
- Contact information
- Location/address of business
- Photos (owners, staff, products/services, storefront, etc.)
- Official business tagline

**Billboards CANNOT include...

- Calls-to-action ("Visit our store," "Follow us on Instagram," "Join us," etc.)
- Time-sensitive material (seasonal themes, dates/times for an event, etc.)
- Specific messaging ("Now Hiring," "Thank you for supporting [business]," etc.)

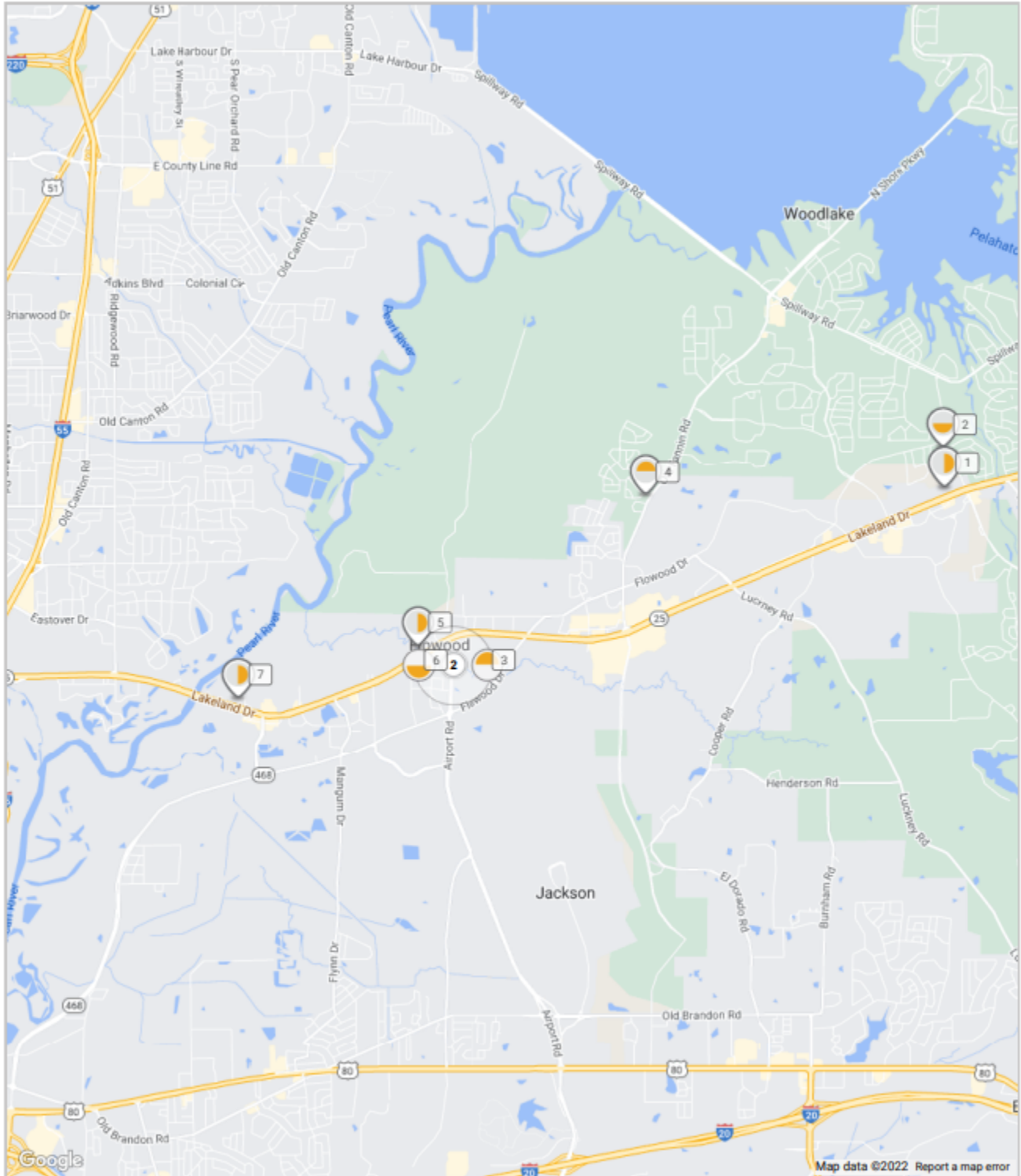
2. We pass along these design elements to our Lamar contact, and they create your digital ad for free!
3. After we receive the proof for your ad, we send it to you for approval.
4. Once you approve the billboard, Lamar Advertising submits it into the rotation, and it instantly goes live.
5. **If you choose to design your own billboard, please size it to 840 x 330 pixels and email it to office@flowoodchamber.com as a JPG with the above guidelines in consideration.**

****If you would like increased billboard visibility and design options beyond the Chamber billboards described above, contact Melissa Skaggs with Lamar Advertising (601-948-3443 or mskaggs@lamar.com) for a paid billboard opportunity.**

Flowood Chamber Billboard Locations

MAP #1

FLOWOOD CHAMBER



LOCATION LIST

FLOWOOD CHAMBER

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	60047	30636497	Poster / Digital	West	14' 0" x 28' 0"	43,889 <i>per spot</i>	YES
Location: HWY 25 1000' W/O GRANTS FERRY RD N/S F/W Current Advertiser: digital								
	2	60000	14923366	Poster / Digital	North	10' 0" x 21' 0"	13,456 <i>per spot</i>	YES
Location: GRANTS FERRY RD .4 MI N/O HWY 25 W/S F/N Current Advertiser: digital								
	3	60054	30596543	Poster / Digital	South	10' 0" x 21' 0"	38,960 <i>per spot</i>	YES
Location: AIRPORT RD .4MI S/O LAKELAND E/S F/S Current Advertiser: digital								
	4	60020	30470629	Poster / Digital	South	10' 0" x 21' 0"	64,237 <i>per spot</i>	YES
Location: OLD FANNIN 1.1 MI N/O LAKELAND W/S F/S Current Advertiser: digital								
	5	60041	30636495	Poster / Digital	West	14' 0" x 28' 0"	116,836 <i>per spot</i>	YES
Location: LAKELAND DR .2 MI W/O AIRPORT RD N/S F/W Current Advertiser: digital								
	6	60053	30596542	Poster / Digital	North	10' 0" x 21' 0"	25,679 <i>per spot</i>	YES
Location: AIRPORT RD .4MI S/O LAKELAND E/S F/N Current Advertiser: digital								
	7	60037	30596536	Poster / Digital	West	14' 0" x 28' 0"	127,923 <i>per spot</i>	YES
Location: LAKELAND DR 2,500' E/O RIVER N/S F/W Current Advertiser: digital								
Total Weekly Impressions: 430,980								

PANEL #60047

HWY 25 1000' W/O GRANTS FERRY RD N/S F/W



LOCATION #1

ADVERTISING STRENGTHS: Left hand read on Lakeland Drive across from Wal-Mart. Located in one of Rankin County's most heavily populated residential areas.

WEEKLY IMPRESSIONS: 43,889 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.357633 / -90.01582](#)

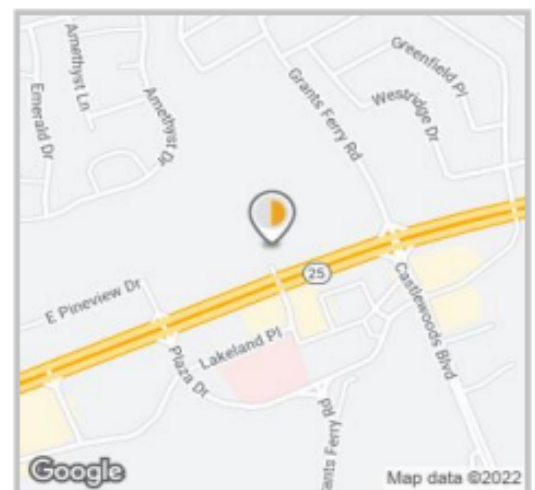
MARKET: FLOWOOD

GEOGRAPH ID: 30636497

PANEL SIZE: 14' 0" x 28' 0" [View Spec Sheet](#)

FACING/READ: West / Left

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on Total Population

PANEL #60000

GRANTS FERRY RD .4 MI N/O HWY 25 W/S F/N



LOCATION #2

ADVERTISING STRENGTHS: Major artery accessing Lakeland Drive (Hwy 25) from the Ross Barnette Reservoir area.

WEEKLY IMPRESSIONS: 13,456 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.36255 / -90.01621](#)

MARKET: FLOWOOD

GEOPATH ID: 14923366

PANEL SIZE: 10' 0" x 21' 0" [View Spec Sheet](#)

FACING/READ: North / Right

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on: Total Population

PANEL #60054

AIRPORT RD .4MI S/O LAKELAND E/S F/S



LOCATION #3

ADVERTISING STRENGTHS: Right hand read headed to Lakeland Drive. Lakeland contains multiple medical complexes and one of the state's largest shopping areas.

WEEKLY IMPRESSIONS: 38,960 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.33544 / -90.0904](#)

MARKET: FLOWOOD

GEOPATH ID: 30596543

PANEL SIZE: 10' 0" x 21' 0" [View Spec Sheet](#)

FACING/READ: South / Right

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on Total Population

PANEL #60020

OLD FANNIN 1.1 MI N/O LAKELAND W/S F/S



LOCATION #4

ADVERTISING STRENGTHS: Main artery connecting Reservoir resort area to Lakeland Dr. & Dogwood shopping & medical complex. Extremely high residential traffic. GRP-6

WEEKLY IMPRESSIONS: 64,237 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.35643 / -90.06135](#)

MARKET: FLOWOOD

GEOGRAPH ID: 30470629

PANEL SIZE: 10' 0" x 21' 0" [View Spec Sheet](#)

FACING/READ: South / Left

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on: Total Population

PANEL #60041

LAKELAND DR .2 MI W/O AIRPORT RD N/S F/W



LOCATION #5

ADVERTISING STRENGTHS: Super-poster located at major intersection of Lakeland Dr. and Airport Road. Catches residential & commercial traffic headed to airport; Dogwood shopping complex; Reservoir resort area; and residential subdivisions in Rankin County.

WEEKLY IMPRESSIONS: 116,836 per spot*

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.33722 / -90.09574](#)

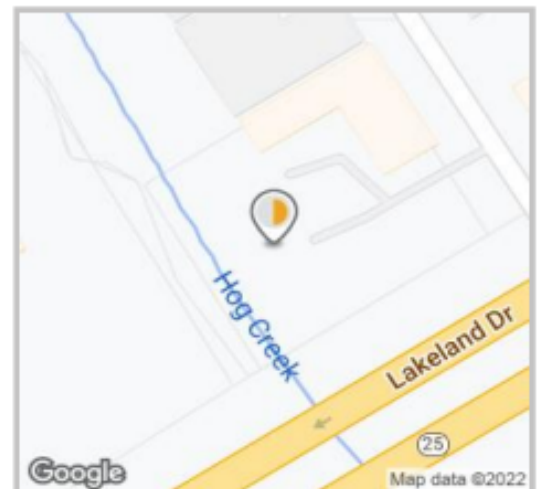
MARKET: FLOWOOD

GEOGRAPHIC ID: 30636495

PANEL SIZE: 14' 0" x 28' 0" [View Spec Sheet](#)

FACING/READ: West / Left

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on: Total Population

PANEL #60053

AIRPORT RD .4MI S/O LAKELAND E/S F/N



LOCATION #6

ADVERTISING STRENGTHS: Left hand read headed to Jackson International Airport and I-20. Located on main cut-through artery of Rankin County.

WEEKLY IMPRESSIONS: 25,679 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.33544 / -90.0904](#)

MARKET: FLOWOOD

GEOGRAPHIC ID: 30596542

PANEL SIZE: 10' 0" x 21' 0" [View Spec Sheet](#)

FACING/READ: North / Left

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on Total Population

PANEL #60037

LAKELAND DR 2,500' E/O RIVER N/S F/W



LOCATION #7

ADVERTISING STRENGTHS: Great read headed into Flowood; Dogwood shopping area; Reservoir resort area; and to Jackson Airport. Area filled with medical clinics and hospitals. Heavy residential and commercial traffic.

WEEKLY IMPRESSIONS: 127,923 *per spot**

MEDIA TYPE/STYLE: Poster - Digital

LAT/LONG: [32.33058 / -90.12306](#)

MARKET: FLOWOOD

GEOGRAPHIC ID: 30596536

PANEL SIZE: 14' 0" x 28' 0" [View Spec Sheet](#)

FACING/READ: West / Left

SLOTS/DWELL: 6 slots / 8 seconds



*Impression values based on Total Population