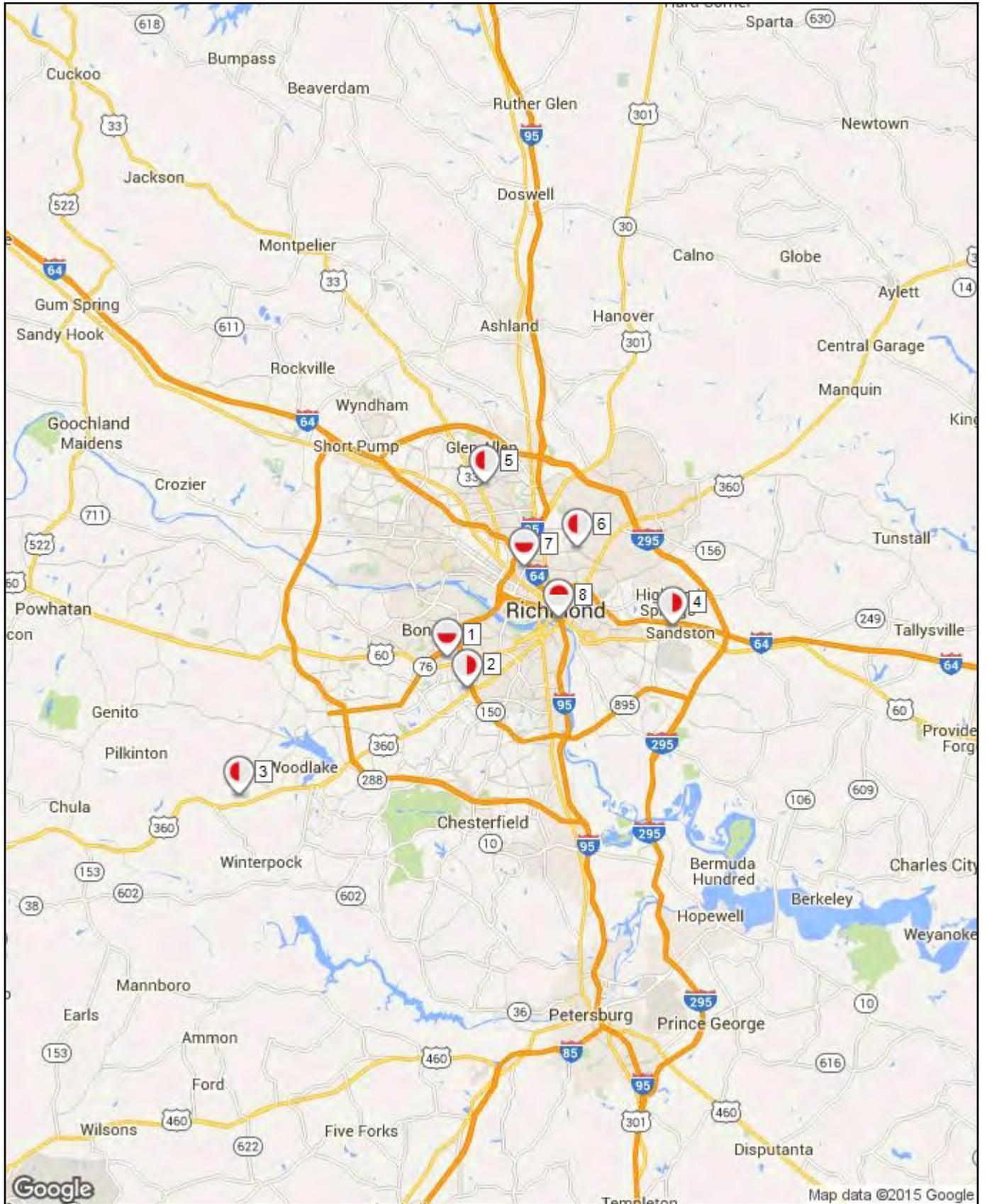




# Department of Social Services 11/02

## Connecting Hearts Posters



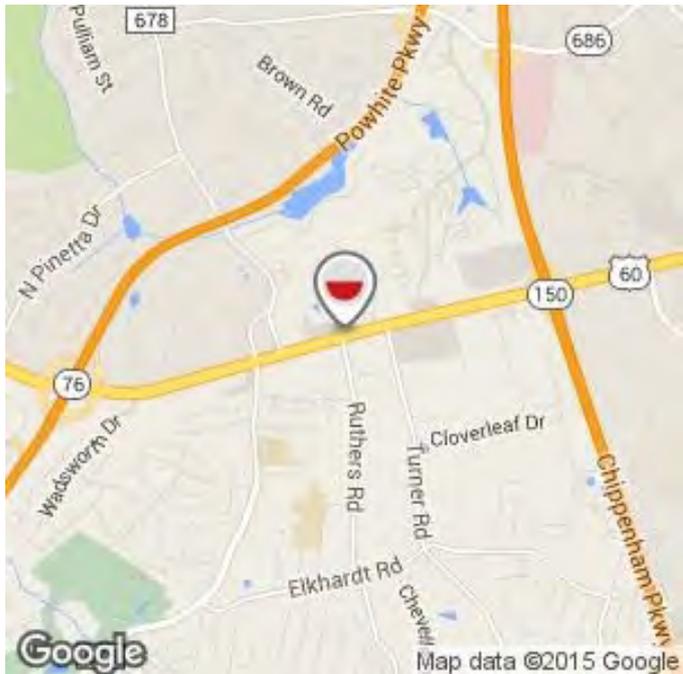


## Department of Social Services 11/02

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	1524	399163	Poster / Retro	North	10' 6" x 22' 9"	12386	NO
<b>Location:</b> 101 RUTHERS ROAD #1 F/N								
<b>Current Advertiser:</b> GEOFF MCDONALD LAW FIRM								
	2	2264	574655	Poster / Retro	West	10' 6" x 22' 9"	109478	YES
<b>Location:</b> S/S HULL .3 MI. W/O RT 150 F/W								
<b>Current Advertiser:</b> KIDS PEACE OF RICHMOND VA								
	3	2020	399351	Poster / Retro	East	10' 6" x 22' 9"	30663	NO
<b>Location:</b> S/S HULL 1.2 MI. W/O OTTERDALE F/E #1								
<b>Current Advertiser:</b> VIRGINIA AMATEUR SPORTS INC								
	4	1953	574610	Poster / Retro	West	10' 6" x 22' 9"	28676	YES
<b>Location:</b> N/S WILLIAMSBURG ROAD W/O EARLY #1 F/W								
<b>Current Advertiser:</b> RICHMOND 2015 WALK WITH US								
	5	2000	574631	Poster / Retro	East	10' 6" x 22' 9"	74392	YES
<b>Location:</b> S/S PARHAM E/O STAPLES MILL F/E #1								
<b>Current Advertiser:</b> ROMA RISTORANTE ITALIANO								
	6	1976	574623	Poster / Retro	East	10' 6" x 22' 9"	31439	NO
<b>Location:</b> S/S LABURNUM W/O WALNUT F/E								
<b>Current Advertiser:</b> FEEDMORE								
	7	499	399833	Poster / Retro	North	10' 6" x 22' 9"	64710	YES
<b>Location:</b> E/S N BLVD @ RR OVERPASS #1 F/N								
<b>Current Advertiser:</b> HARDEES								
	8	1917	399278	Poster / Retro	South	10' 6" x 22' 9"	80512	YES
<b>Location:</b> HULL @ MAYOS BRIDGE #3 F/S								
<b>Current Advertiser:</b> WENDYS- VIRGINIA								
<b>Total Weekly Impressions: 432256</b>								



**Location # 1**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>1524</b>
<b>TAB Unique ID:</b>	399163
<b>Location:</b>	101 RUTHERS ROAD #1 F/N
<b>Lat/Long:</b>	37.4983/-77.5402
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	12386
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	North/Left
<b>Illuminated:</b>	NO
<b>Current Advertiser:</b>	GEOFF MCDONALD LAW FIRM

\*Impression values based on: 18+ yrs



Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
 Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 2**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>2264</b>
<b>TAB Unique ID:</b>	574655
<b>Location:</b>	S/S HULL .3 MI. W/O RT 150 F/W
<b>Lat/Long:</b>	37.4750/-77.5217
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	109478
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	West/Right
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	KIDS PEACE OF RICHMOND VA

\*Impression values based on: 18+ yrs



Richmond, VA

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 Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 3**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>2020</b>
<b>TAB Unique ID:</b>	399351
<b>Location:</b>	S/S HULL 1.2 MI. W/O OTTERDALE F/E #1
<b>Lat/Long:</b>	37.3901/-77.7403
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	30663
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	East/Left
<b>Illuminated:</b>	NO
<b>Current Advertiser:</b>	VIRGINIA AMATEUR SPORTS INC

\*Impression values based on: 18+ yrs



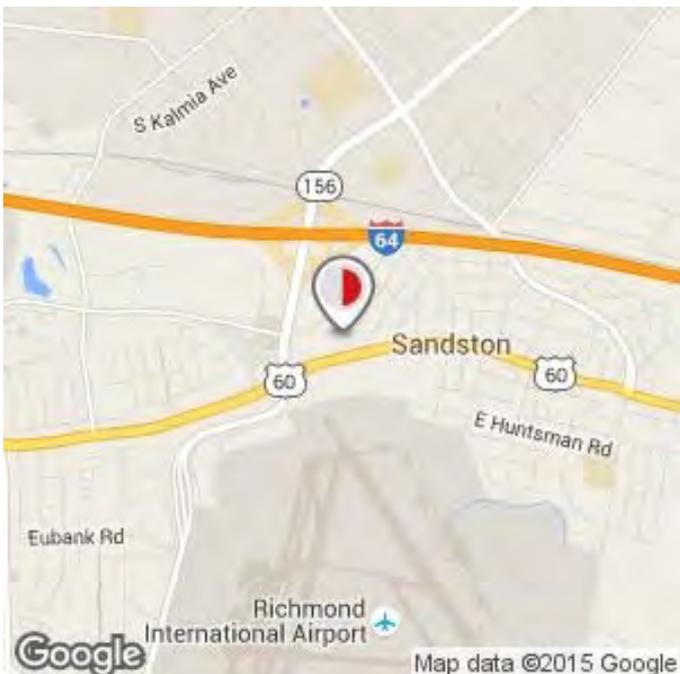
Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 4**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>1953</b>
<b>TAB Unique ID:</b>	574610
<b>Location:</b>	N/S WILLIAMSBURG ROAD W/O EARLY #1 F/W
<b>Lat/Long:</b>	37.5233/-77.3239
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	28676
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	West/Left
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	RICHMOND 2015 WALK WITH US

\*Impression values based on: 18+ yrs



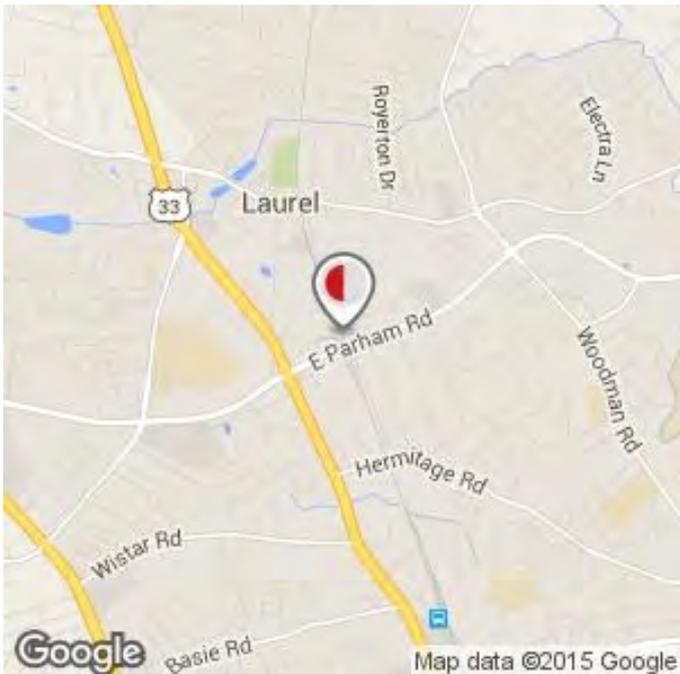
Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
 Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 5**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>2000</b>
<b>TAB Unique ID:</b>	574631
<b>Location:</b>	S/S PARHAM E/O STAPLES MILL F/E #1
<b>Lat/Long:</b>	37.6344/-77.5040
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	74392
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	East/Left
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	ROMA RISTORANTE ITALIANO

\*Impression values based on: 18+ yrs



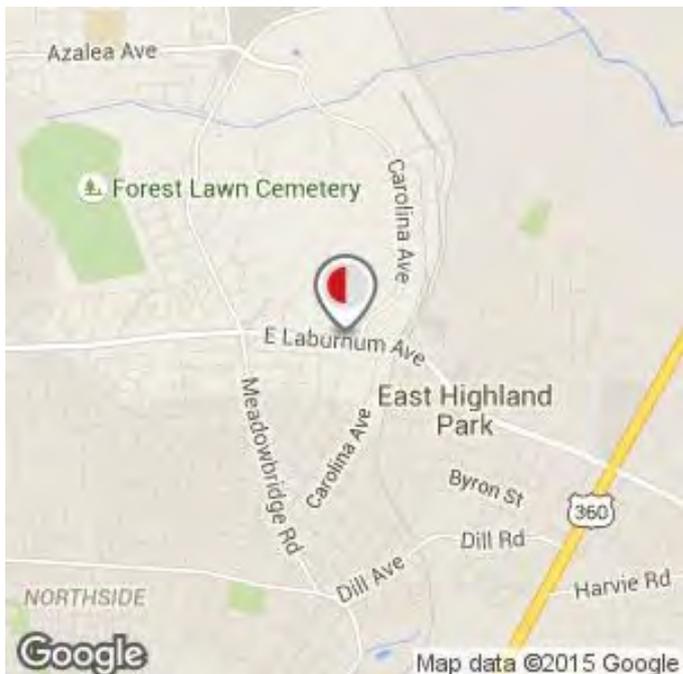
Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 6**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>1976</b>
<b>TAB Unique ID:</b>	574623
<b>Location:</b>	S/S LABURNUM W/O WALNUT F/E
<b>Lat/Long:</b>	37.5851/-77.4160
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	31439
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	East/Left
<b>Illuminated:</b>	NO
<b>Current Advertiser:</b>	FEEDMORE

\*Impression values based on: 18+ yrs



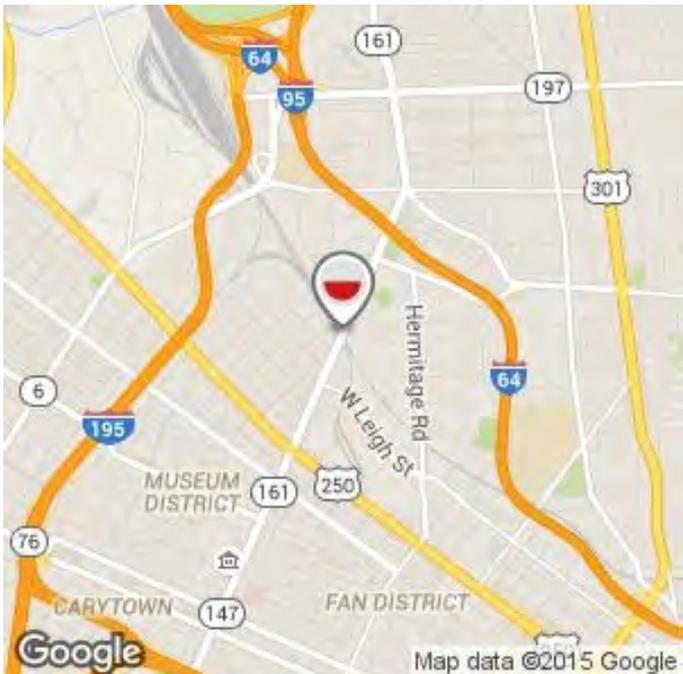
Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 7**



**Advertising Strengths:** Left hand read heading from Richmond's Northside to Broad Street, Virginia Science Museum, Virginia Childrens Museum and the historic Fan District within the City of Richmond as well as VCU.

**Market:** RICHMOND  
**Panel:** 499

**TAB Unique ID:** 399833  
**Location:** E/S N BLVD @ RR OVERPASS #1 F/N  
**Lat/Long:** 37.5690/-77.4663  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 64710  
**Panel Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6.5" x 22' 9.5"  
**Facing/Read:** North/Left  
**Illuminated:** YES  
**Current Advertiser:** HARDEES

\*Impression values based on: 18+ yrs



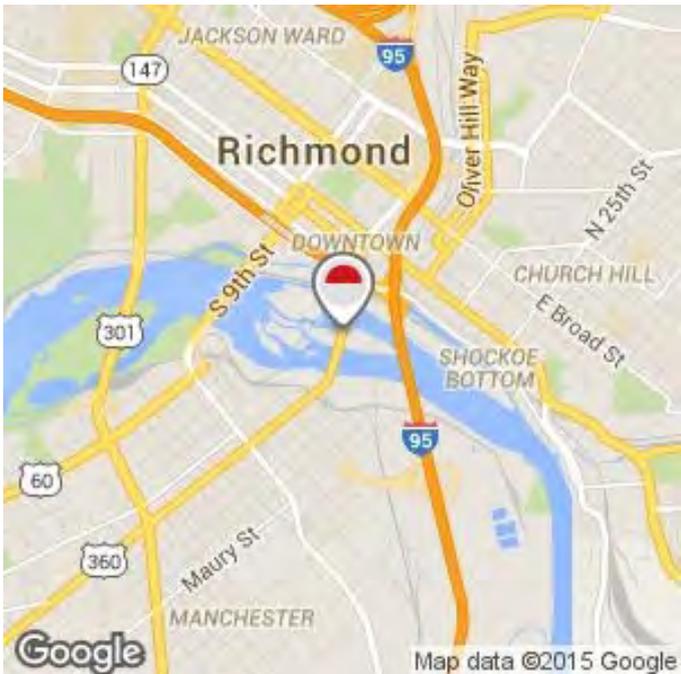
Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
 Mailing Address: 700 Southlake Blvd, Richmond, VA 23236



**Location # 8**



<b>Market:</b>	<b>RICHMOND</b>
<b>Panel:</b>	<b>1917</b>
<b>TAB Unique ID:</b>	399278
<b>Location:</b>	HULL @ MAYOS BRIDGE #3 F/S
<b>Lat/Long:</b>	37.5292/-77.4339
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	80512
<b>Panel Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6.5" x 22' 9.5"
<b>Facing/Read:</b>	South/Right
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	WENDYS- VIRGINIA

\*Impression values based on: 18+ yrs



Richmond, VA

877-526-2723

Physical Address: 700 Southlake Blvd., Richmond, VA 23236  
 Mailing Address: 700 Southlake Blvd, Richmond, VA 23236