



## 2008 - 2009 North Carolina Wine and Grape Council Billboard and Mall Breakdown

**Billboards**

Panel ID	ID	Mkt	Location	Size	Vendor	July	August	September	October	November	December	January	February	March	April	May	June
A12200	5000	Gastonia	I-85 S/O US 321	10.6 x 36	Adams Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
CBS500264A-O	5002	Polkton	US 74 W/O NC 218	10.6 x 36	CBS Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
FPP101	5003	Asheville	I-40 E/O Blue Ridge Rd.	14 x 48	Fairway	X	X	X	X	X	X	X	X	X	X	X	X
FPP855	5004	Spartanburg, SC	I-26 W/O Hwy 11	10.6 x 36	Fairway	X	X	X	X	X	X	X	X	X	X	X	X
INT212.76E	5005	Princeton	W/O Braswell Rd.	10.6 x 36	Interstate		X	X	X	X	X	X	X	X	X	X	X
L50040	5006	Charlotte	Billy Graham Pkwy-S/O West Blvd.	10 x 30	Lamar	X	X	X	X								
L50046	5007	Huntersville	I-77 S/O Exit 23	10.6 x 36	Lamar	X	X	X									
L9321	5008	Columbia, SC	I-26 E/O Hwy 21	14 x 48	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L2221	5009	Dillon, SC	I-95 - .1 mile S/O Hwy 9	10.6 x 36	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L7518	5010	Siler City	US 421 @ Tick Creek	10 x 24	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L5539	5011	Asheville	I-40 E/O Exit 37	12 x 48	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L1715	5012	Dunn	I-95 @ Exit 73	10.6 x 36	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
T199/T200	5013	Wilkes County	US 421 S/O Dragway Rd.	10.5 x 40.5	Toby Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
T6/T7	5014	Elkin/Jonesville	I-77 N/O Exit 79 (US 21)	12 x 48.5	Toby Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
T119/T120	5015	Salisbury	I-85 S/O Exit 79	10.5 x 40.5	Toby Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
TMAST1	5016	Greensboro	I-40 @ Gallimore Dairy Rd.	10 x 40	Triad			X	X	X	X	X	X	X	X	X	X
W310-4	5017	Statesville	I-40 W/O NC 115	10.6 x 36	Whiteheart	X	X	X	X	X	X	X	X	X	X	X	X
TOSEWALT1	5019	Troutman	I-77 N/O State Rd. 1001	10 x 40	Triad		X	X	X	X	X	X	X	X	X	X	X
L1750/L1751	5020	Pikeville	US 117	10 x 32	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L90	5021	Grandy - Digital	US 158 @ SR 1157	12 x 25	Lamar	X	X	X	X	X							
N1042	5026	Wallace	I-40 @ MM 383	12 x 36	Next Media	X	X	X	X	X	X	X	X	X	X	X	X
A8733	5027	Charlotte	I-85 S/O Freedom Drive	14 x 48	Adams Outdoor	X	X	X	X	X	X	X	X	X	X	X	X
A7889	5028	Charlotte	Billy Graham Pkwy-S/O Boyer St.	14 x 48	Adams Outdoor		X	X	X	X	X	X	X	X	X	X	X
CAP0131LX-NC01	5029	Burlington/Mebane	I-85 and I-40 E/O Burlington	12 x 60	Capital Outdoor		X	X	X	X	X	X	X	X	X	X	X
Bates	5030	Yadkin County	I-77 South	10 x 40	Bates		X	X	X	X	X	X	X	X	X	X	X
L5524/L5525	5024/5025	Asheville	I-40 E/O Exit 55 (top/bottom of board)	12 x 48	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
AA1	5037	Statesville	I-77 @ Exit 49A	10.6 x 36	American Advertising							X	X	X	X	X	X
L1637	5038	Statesville	I-77 N/O US 21	10 x 40	Lamar							X	X	X	X	X	X
A8859	5039	Statesville	I-77 N/O I-40	10.6 x 40.10	Adams							X	X	X	X	X	X
L1363	5040	Lexington	I-85/US 29 N/O Green Needles Rd.	12 x 40	Lamar							X	X	X	X	X	X
INT9W	5041	Johnston County	I-40 Johnston County	12 x 50	Interstate							X	X	X	X	X	X
T40/41	5042	Yadkinville	US 421 S/O Reavis Road	12 x 48	Toby Outdoor							X	X	X	X	X	X
F3516	5043	Durham	I-85 S/O US 70-A Exit 173	10 x 40	Fairway							X	X	X	X	X	X
L7514	5044	Southern Pines	US 1 N/O Southern Pines	9.6 x 30	Lamar							X	X	X	X	X	X
F3603*	5045	Raleigh	US 1 S/O Starmount	14 x 48	Fairway (Rotary)*							X	X	X	X	X	X
F2536*	5046	Raleigh	3525 S. Wilmington N/O Tryon Rd.	14 x 48	Fairway (Rotary)*							*	*	*	*	*	*
F2510*	5047	Raleigh	I-440 S/O US 64	14 x 48	Fairway (Rotary)*							*	*	*	*	*	*
T5	5049	Yadkin County	I-77 N/O Exit 79	10.5 x 40	Toby Outdoor							X	X	X	X	X	X
L4450		Raeford	Line	10.6 x 36	Lamar								X	X	X	X	X
CBS68011A	5050	Winston-Salem	US 52 N/O I-40 Bus.	14 x 48	CBS							X	X	X	X	X	X

Number of Boards Contracted - 35

\*Raleigh Rotary Program - Covers (3) locations



**Co-op Billboards**

Panel ID	ID	Mkt/Vineyard	Location	Size	Vendor	July	August	September	October	November	December	January	February	March	April	May	June
L9833	5018	Mocksville/RayLen	I-40 E/O US 64 Junction	12 x 40	Lamar	X	X	X	X	X	X	X	X	X	X	X	X
L1487	5022	Burke County/Lake James Cellars	I-40 E/O Exit 107	10 x 40	Lamar		X	X	X	X	X	X	X	X	X	X	X
INT213.66B	5023	Smithfield/Hinnant Family	I-95 @ MM 91	12 x 50	Interstate			X	X	X	X	X	X	X	X	X	X
T52/T53	5031	Lewisville/Westbend	US 421 N/O Dinkins Bottom Rd.	10.5 x 40.5	Toby Outdoor		X	X	X	X	X	X	X	X	X	X	X
Ambrose	5032	Columbia/Vineyards on the Scuppernon	Hwy 64 - 3 miles E/O Columbia	10 x 32	Ambrose Signs		X	X	X	X	X	X	X	X	X	X	X
L5084	5033	Shalotte/Silver Coast	US 17 - N/O NC 904	10.6 x 40	Lamar			X	X	X	X	X	X	X	X	X	X
L3208/L13406	5034	Banner Elk/Banner Elk Winery	NC 105	10.6 x 22.9	Lamar			X	X	X	X	X	X	X	X	X	X
		Watha/Country Squire	I-40 at mile marker 393.5	12 x 36	Next Media	X				X							

Number of Boards Contracted - 7

**Mall Advertising**

ID	Mkt	Location	Size	Vendor	July	August	September	October	November	December	January	February	March	April	May	June
3001	Winston-Salem	Hanes	47 x 69	CBL Properties	X	X	X	X	X	X	X	X	X	X	X	X
3006	Wilmington	Independence*	47 x 69	EyeMedia	X	X	X	X	X	X	X	X	X	X	X	X
3007	Cary	Cary Towne Center	47 x 69	CBL Properties	X	X	X		X		X	X	X	X	X	X
3008	Raleigh	Crabtree Valley*	47 x 69	EyeMedia	X	X	X	X	X		X	X	X	X	X	X
3012	Asheville	Asheville	47 x 69	CBL Properties	X	X	X	X	X	X	X	X	X	X	X	X
3019	Elon	Alamance Crossing	41 x 51	CBL Properties	X						X	X	X	X	X	X
3020	Charlotte	South Park*	47 x 69	EyeMedia	X	X	X	X	X	X	X	X	X	X	X	X
3022	Greensboro	Friendly Center	47 x 69	CBL Properties							X	X	X	X	X	X
3014	Charlotte	Carolina Place	47 x 69	SmartLite							X	X	X	X	X	X

Number of Malls Contracted - 9

<b>Monthly Cost</b>	<b>\$28,812</b>	<b>\$33,364</b>	<b>\$30,858</b>	<b>\$33,078</b>	<b>\$27,042</b>	<b>\$29,726</b>	<b>\$50,047</b>	<b>\$53,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>\$52,092</b>	<b>TOTAL</b>	<b>\$494,389</b>
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