



Chicago CBSA	Weekly 18+ Impressions	4 week CPM Calculation	Chicago CBSA 18+ Pop	R/F#
1 Mobile Billboard*	194,103	(unit cost*1000)/target pop	7,152,311	2.6/2
1 CTA Ultra Super King**	37,500	(unit cost*1000)/target pop	7,152,311	.5/.4
Average Bulletin***	235,000	(unit cost*1000)/target pop	7,152,311	range
Average Poster***	61,000	(unit cost*1000)/target pop	7,152,311	range
*One truck running 9-5 on the route specified. Minute by minute pings.				
**Average impressions across all lines carrying an Ultra Super King. 230 square feet.				
***All roads types averaged.				
# 1 panel for one week. Mobile billboard changed to 5 panels to approximate expected weekly impressions.				
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