

**80 %**  
OF PEOPLE LOOK  
AT BILLBOARDS





# PARTNER WITH US

Today, as the outdoor advertising climate is ever-changing, we stay true to the medium and continue to pivot when necessary –adjusting to the needs of our partners and clients in any way.

Bay Outdoor Media provides competitive pricing, added value packaging and unrivaled customer service that'll be sure to elevate the buying experience for your billboards.

Bay Outdoor Media are experts knowing what clients want, need and utilize this on our billboards.

More importantly, through technology and innovation, we are always focused on how to improve and grow, keeping us on top as the New Jersey billboard experts.

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# BE SEEN!

Bay Outdoor Media has 18 static bulletin faces along the highly traveled White Horse Pike (Route 30) Atlantic County, NJ. All Units (except one) are facing Eastbound busy shore traffic grabbing attention of Southern New Jersey Shore Points like Atlantic City, Brigantine, Margate, Ventnor, Longport and more! Whether it's the nine million+ people heading to the Jersey shore for their annual family vacation or the 27 million visitors per year that Atlantic City gets, these units are sure to attract the business of your advertisers.







# INVENTORY

White Horse Pike (Route 30) is a major east/west route crossing the country from Portland, Oregon, to Atlantic City, New Jersey. It enters New Jersey from Pennsylvania on the Ben Franklin Bridge, multiplexed with I-676. It splits off just east of the bridge and becomes Admiral Wilson Boulevard, which is a short expressway from Camden to Pennsauken. Admiral Wilson Boulevard ends at Crescent

Boulevard (US 130), and US 30 is multiplexed with US 130 south along Crescent Boulevard for about a mile. It then splits off to become White Horse Pike, a four-lane road that runs southeast, parallel to the Atlantic City Expressway (NJ 446) to Atlantic City. White Horse Pike is a four-lane road and is undivided in most places. In Atlantic City, it widens to become a six-lane divided road and changes names to Absecon Boulevard. US 30 ends at Virginia Avenue in Atlantic City.



Not only does this plant reach the millions and millions of shore-goers, but it also reaches the daily commuters traveling in and out of popular southern NJ towns like Hammonton, Galloway, Egg Harbor City, Pleasantville and more.

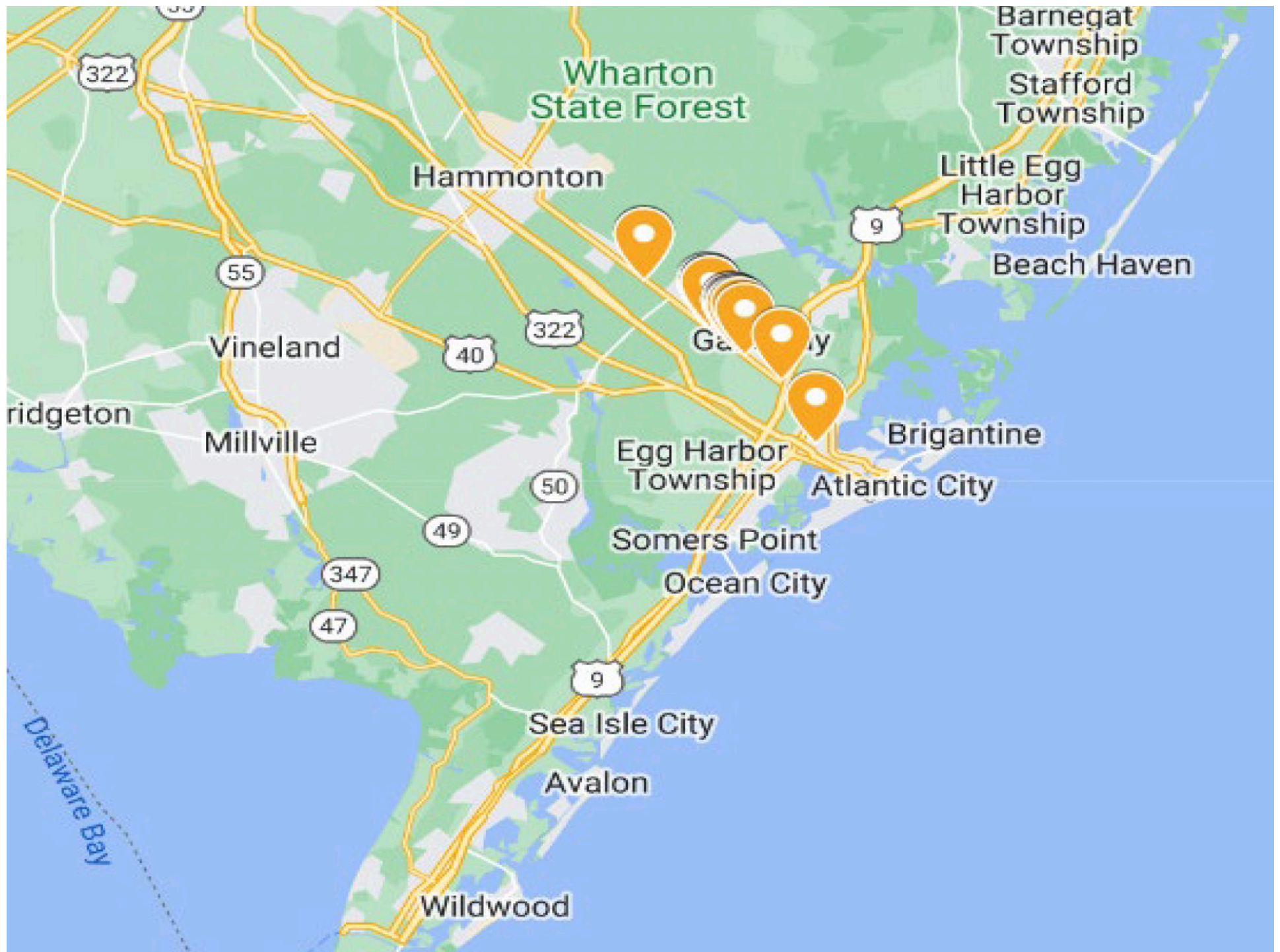




# BILLBOARD LOCATIONS

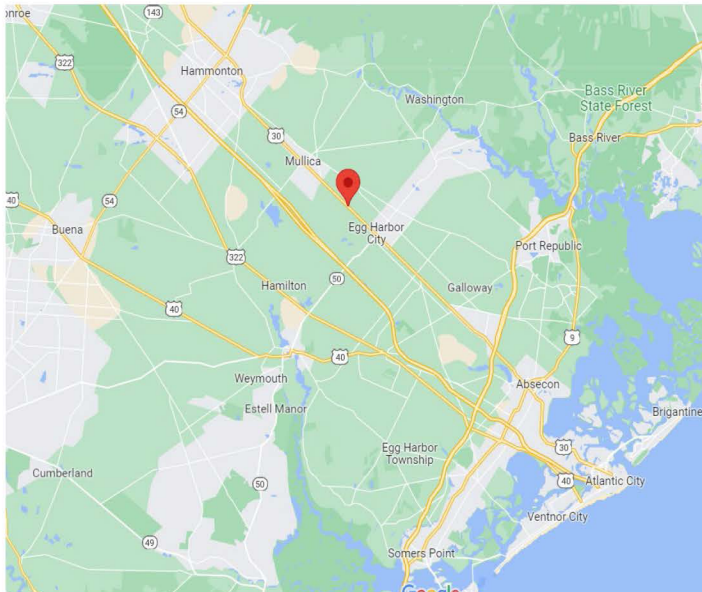
#	ADDRESS	SIZE	READ	SIDE	FACING	TRAFFIC	LAT	LONG
6	White Horse Pike (Rte 30) 75' west of Hanover, F/W Mullica Twp	6x10	RHR	SS	W	eastbound	39.5471	-74.6741
7	White Horse Pike (Rte 30) 75' west of Hanover, F/W Mullica Twp	5x10	RHR	SS	W	eastbound	39.5468	-74.6737
16	White Horse Pike (Rte 30) 600' east of Vienna Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.5060	-74.6151
17	White Horse Pike (Rte 30) 700' east of Vienna Ave, F/W Galloway	6x12	RHR	SS	W	eastbound	39.5057	-74.6146
18	White Horse Pike (Rte 30) 800' west of Cologne, F/W Galloway	5x10	RHR	SS	W	eastbound	39.5038	-74.6119
19	White Horse Pike (Rte 30) 725' west of Cologne, F/W Galloway	6x12	RHR	SS	W	eastbound	39.5036	-74.6116
20	White Horse Pike (Rte 30) 650' west of Cologne, F/W Galloway	5x10	LHR	NS	E	westbound	39.5033	-74.6113
21	White Horse Pike (Rte 30) 100' east of Manheim Ave, F/W Galloway	14x44	RHR	SS	W	eastbound	39.4894	-74.5914
22	White Horse Pike (Rte 30) 200' east of Manheim Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.4891	-74.5907
23	White Horse Pike (Rte 30) 700' east of Manheim Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.4878	-74.5889
24	White Horse Pike (Rte 30) 1200' east of Manheim Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.4866	-74.5872
25	White Horse Pike (Rte 30) 1275' east of Manheim Ave, F/W Galloway	5x20	RHR	SS	W	eastbound	39.4863	-74.5868
27	White Horse Pike (Rte 30) 300' west of Odessa Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.4858	-74.5861
27A	White Horse Pike (Rte 30) 100' west of Odessa Ave, F/W Galloway	10x20	RHR	SS	W	eastbound	39.4852	-74.5853
28	White Horse Pike (Rte 30) 100' east of Odessa Ave, F/W Galloway	5x20	RHR	SS	W	eastbound	39.4848	-74.5846
32	White Horse Pike (Rte 30) 500' west of Genoa Ave, F/W Galloway	5x10	RHR	SS	W	eastbound	39.4799	-74.5777
38	White Horse Pike (Rte 30) west of Fir Ave, F/W Galloway	12x30	LHR	NS	W	eastbound	39.4573	-74.5419
75	Delilah Road .2 mi east of Shore Rd, F/W Pleasantville	6x24	RHR	SS	W	eastbound	39.4026	-74.5083





## 📍 Unit 6 - White Horse Pike (Rte 30) 75' west of Hanover, F/W Mullica Twp

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Cologne
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	6'x10'
<b>Latitude:</b>	39.5471
<b>Longitude:</b>	-74.6741

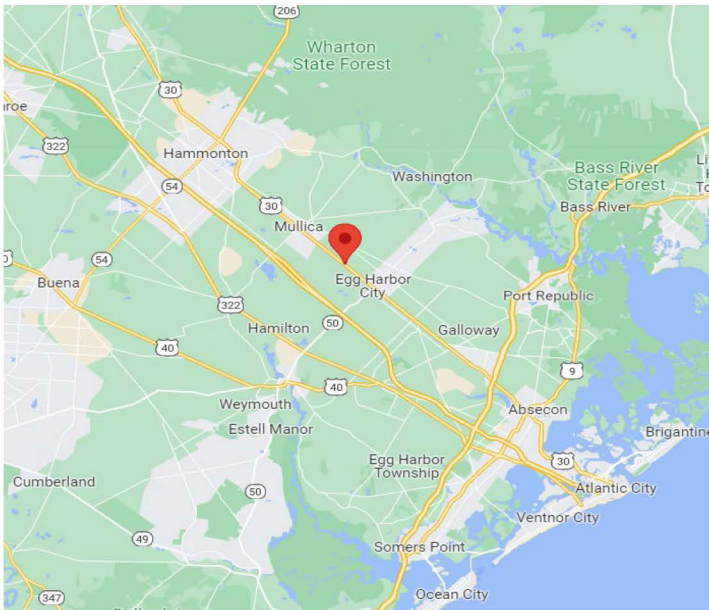


**Location:** Eastbound in Mullica Township, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.



## 📍 Unit 7 - White Horse Pike (Rte 30) 75' west of Hanover, F/W Mullica Twp

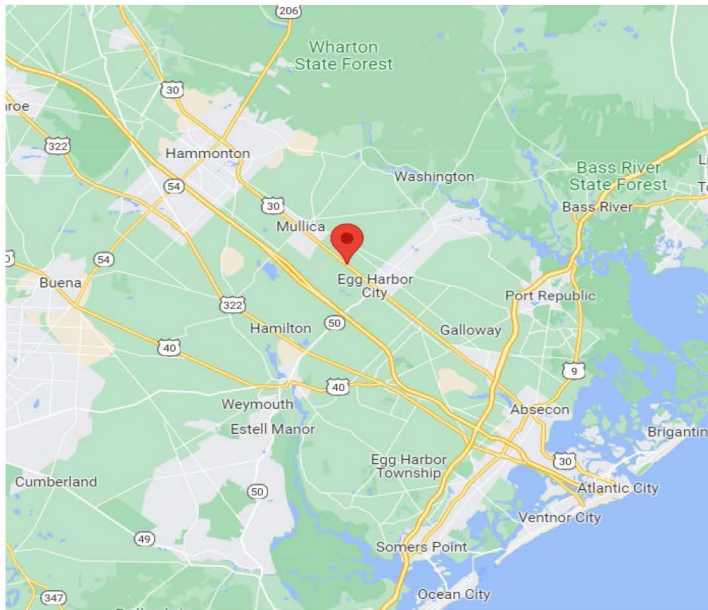
<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Cologne
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.5468
<b>Longitude:</b>	-74.6737



**Location:** Eastbound in Mullica Township, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

## 📍 Unit 16 - White Horse Pike (Rte 30) 600' east of Vienna Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.5060
<b>Longitude:</b>	-74.6151



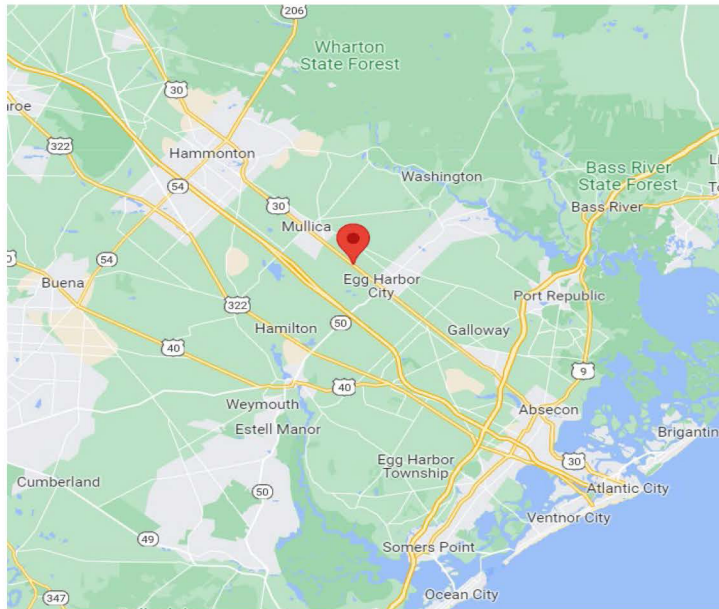
**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.





## 📍 Unit 17 - White Horse Pike (Rte 30) 600' east of Vienna Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	6'x12'
<b>Latitude:</b>	39.5057
<b>Longitude:</b>	-74.6146

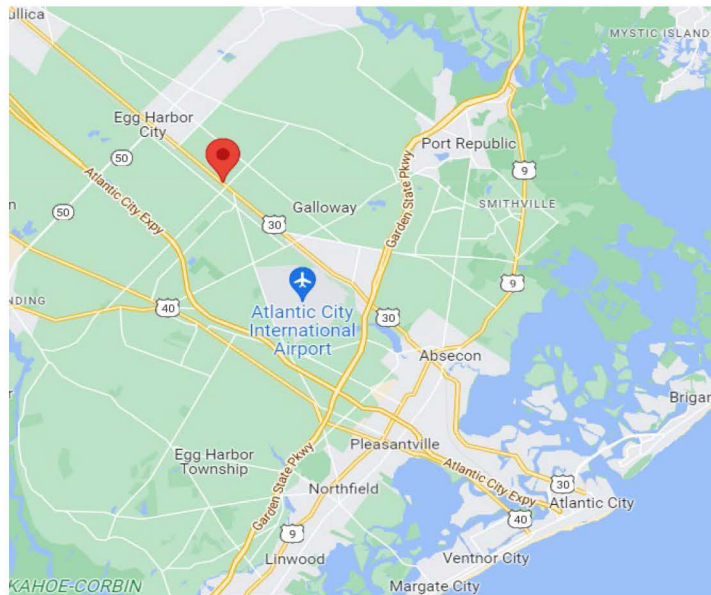


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

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## 📍 Unit 18 - White Horse Pike (Rte 30) 800' west of Cologne Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Cologne
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.5038
<b>Longitude:</b>	-74.6119



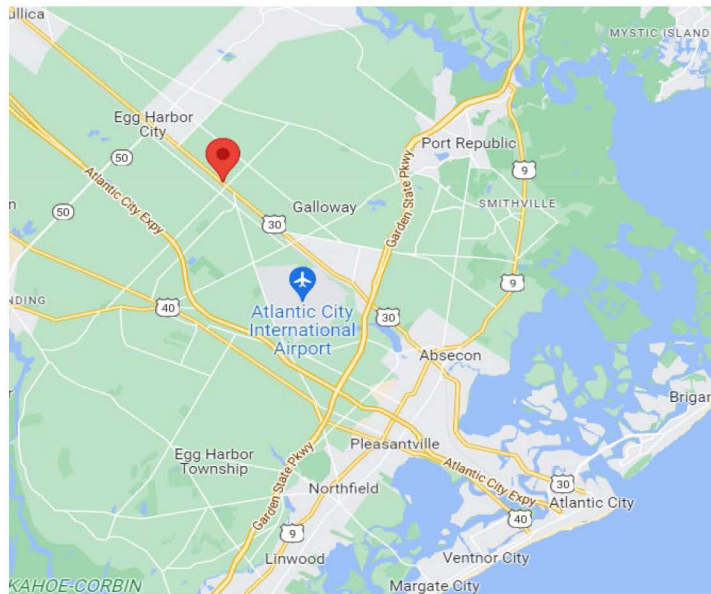
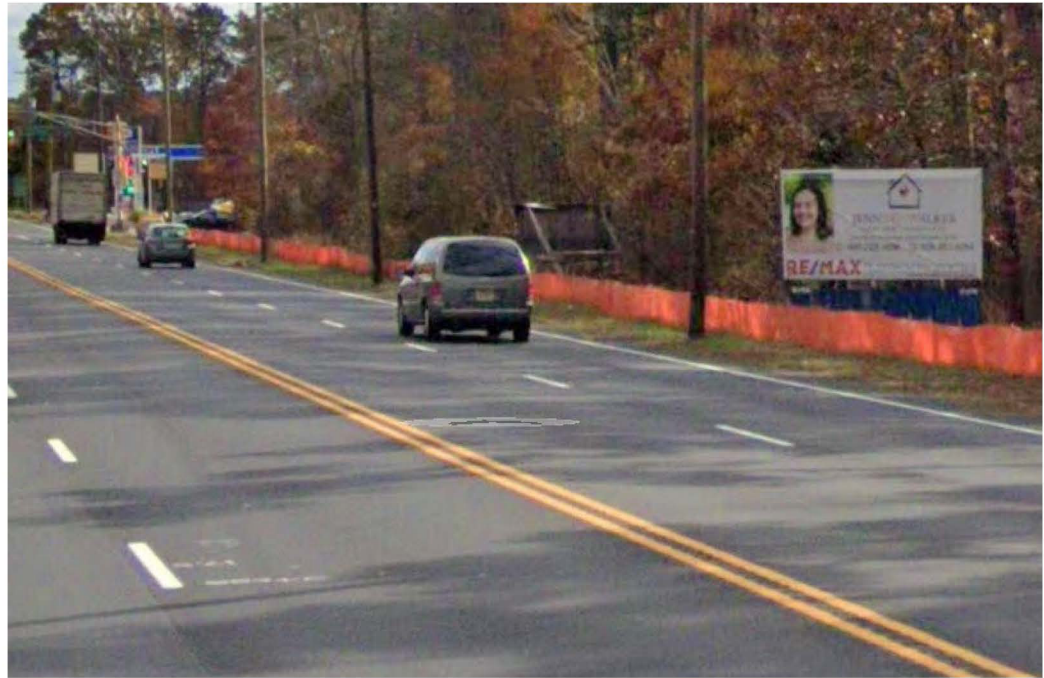
**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

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## 📍 Unit 19 - White Horse Pike (Rte 30) 800' west of Cologne Ave, F/W Galloway

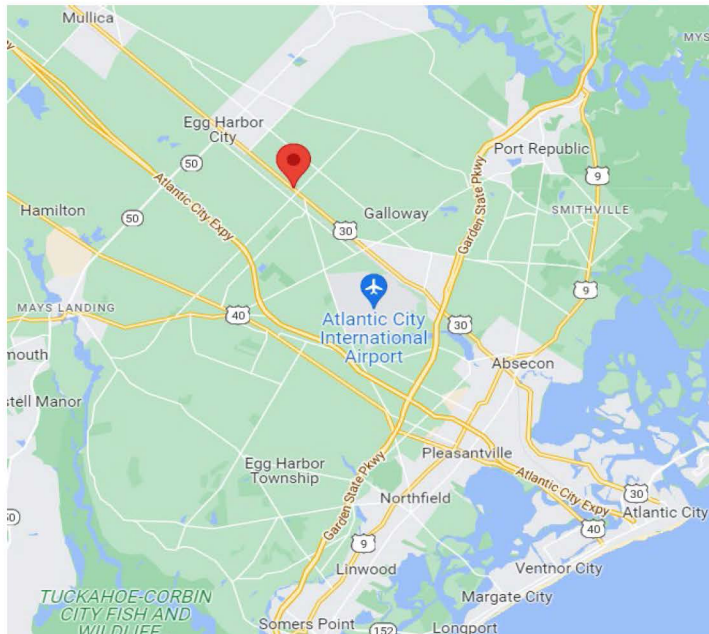
<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Cologne
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	6'x12'
<b>Latitude:</b>	39.5036
<b>Longitude:</b>	-74.6116



**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

## 📍 Unit 20 - White Horse Pike (Rte 30) 650' west of Cologne Ave, F/E Galloway

<b>Facing:</b>	East
<b>DMA:</b>	Philadelphia
<b>City:</b>	Cologne
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.5033
<b>Longitude:</b>	-74.6113



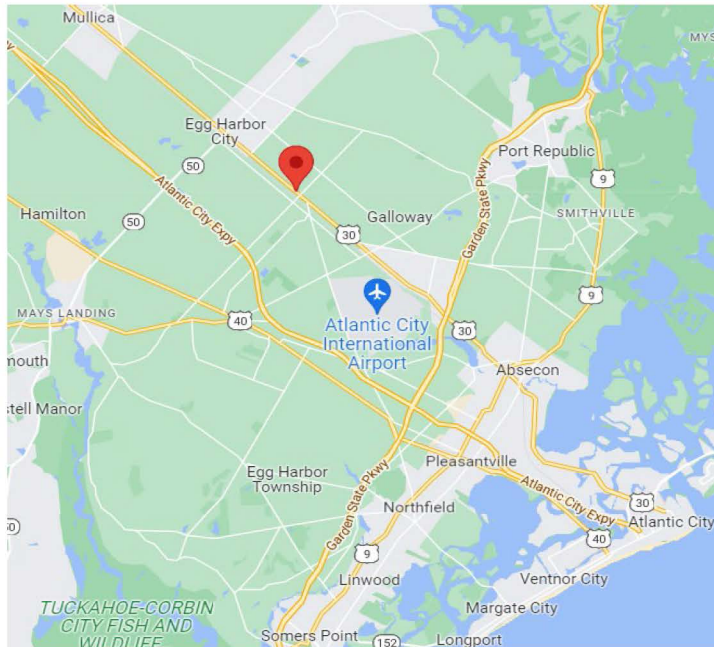
**Location:** Westbound in Galloway Township, the state's largest municipality, this bulletin captures tourists and vacationers leaving Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore points heading to North Jersey, Philadelphia and surrounding suburbs as well as New York.

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## 📍 Unit 21 - White Horse Pike (Rte 30) 100' east of Manheim Ave, F/W Galloway

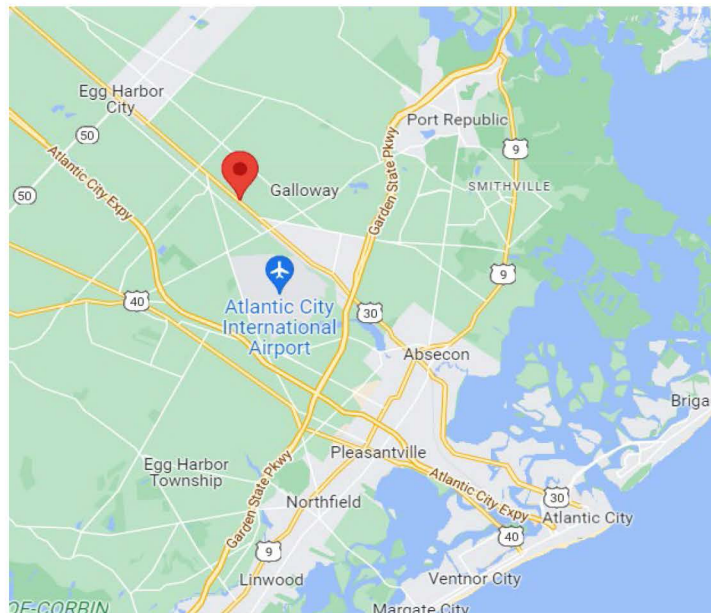
<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Galloway
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	14'x44'
<b>Latitude:</b>	39.4894
<b>Longitude:</b>	-74.5914



**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

## 📍 Unit 22 - White Horse Pike (Rte 30) 200' east of Manheim Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Galloway
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x'10
<b>Latitude:</b>	39.4891
<b>Longitude:</b>	-74.5907

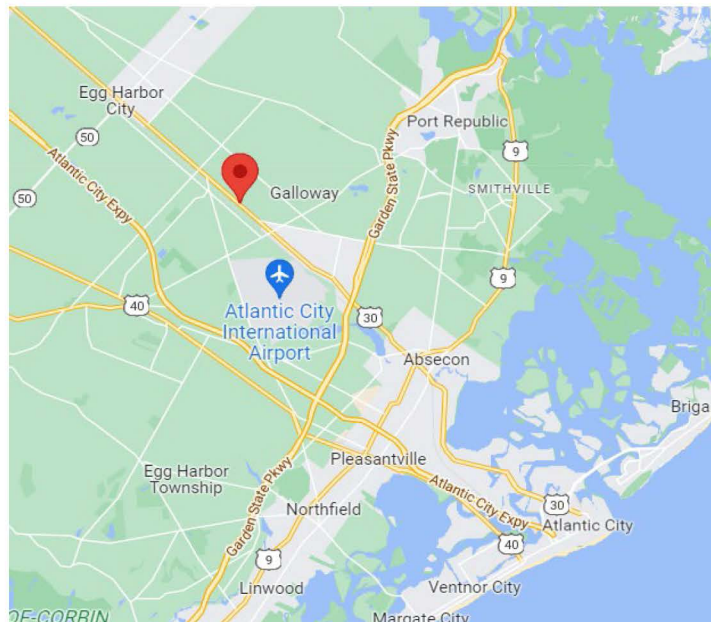


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.



## 📍 Unit 23 - White Horse Pike (Rte 30) 700' east of Manheim Ave, F/W Galloway

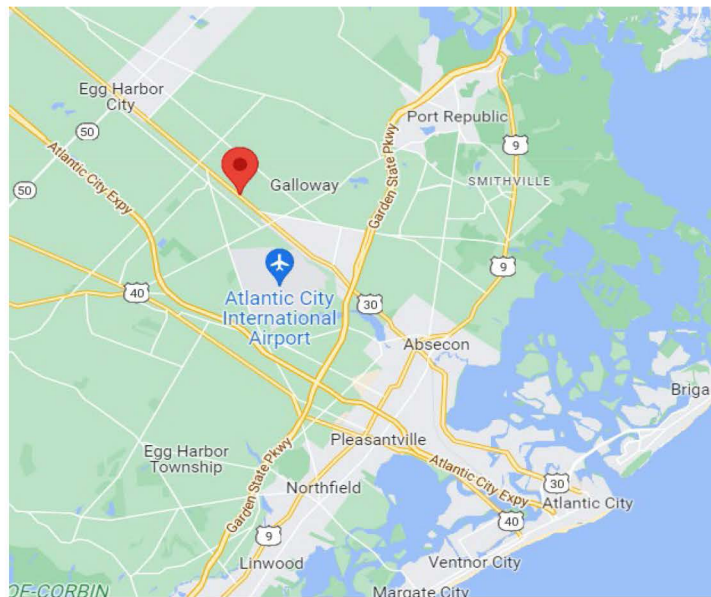
<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x'10
<b>Latitude:</b>	39.4878
<b>Longitude:</b>	-74.5889



**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

## 📍 Unit 24 - White Horse Pike (Rte 30) 1200' east of Manheim Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x'10
<b>Latitude:</b>	39.4866
<b>Longitude:</b>	-74.5872

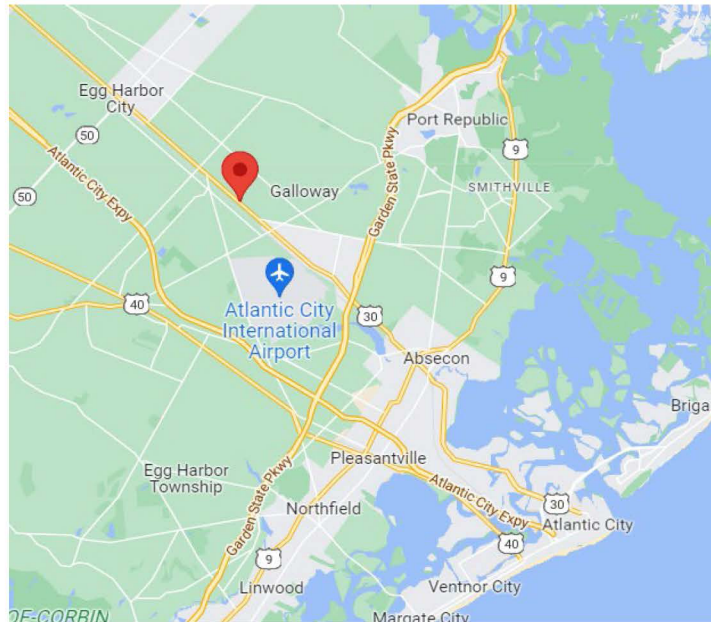


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.



## 📍 Unit 25 - White Horse Pike (Rte 30) 1275' east of Manheim Ave, F/W Galloway

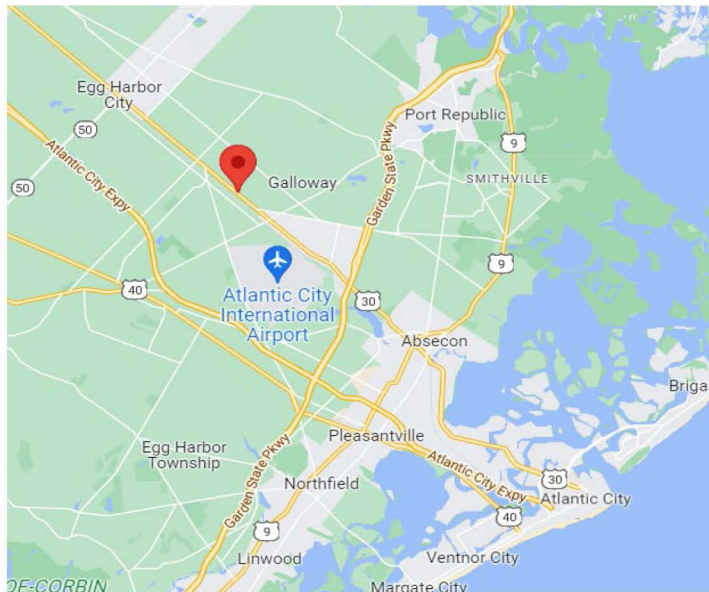
<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x'20
<b>Latitude:</b>	39.4863
<b>Longitude:</b>	-74.5868



**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

## 📍 Unit 27 - White Horse Pike (Rte 30) 300' West of Odessa Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.4858
<b>Longitude:</b>	-74.5861

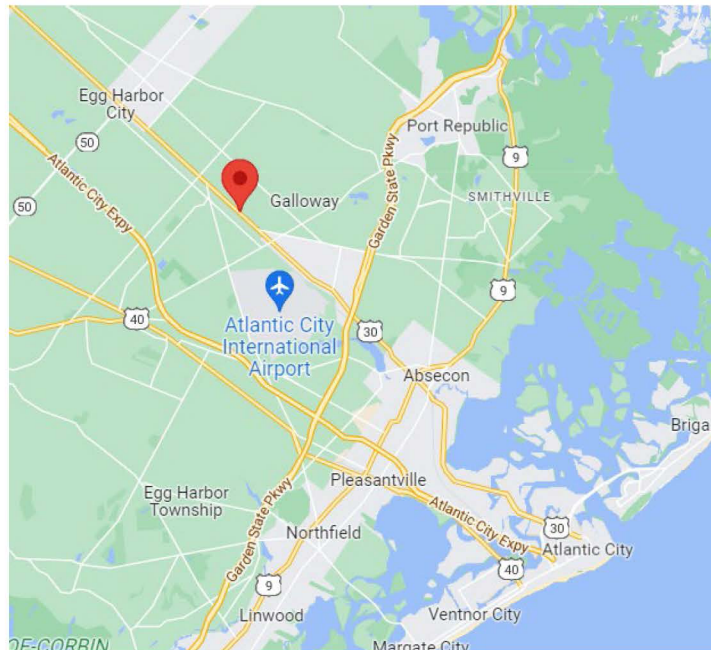


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.



## 📍 Unit 27a - White Horse Pike (Rte 30) 100' West of Odessa Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	10'x20'
<b>Latitude:</b>	39.4852
<b>Longitude:</b>	-74.5853

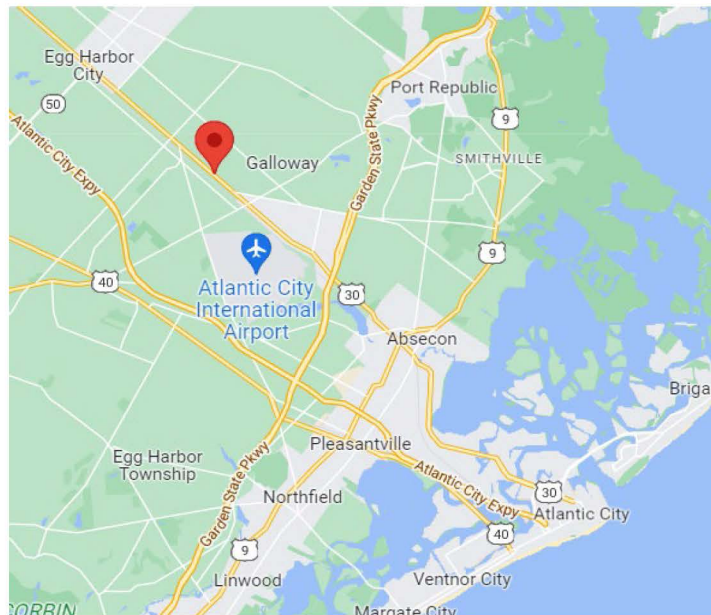


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.

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## 📍 Unit 28 - White Horse Pike (Rte 30) 100' east of Odessa Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x20'
<b>Latitude:</b>	39.4848
<b>Longitude:</b>	-74.5846

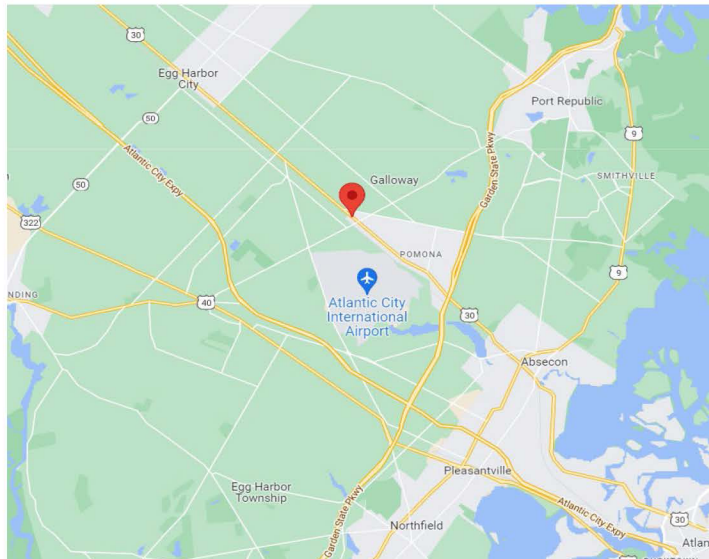


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.



## 📍 Unit 32 - White Horse Pike (Rte 30) 500' east of Genoa Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	5'x10'
<b>Latitude:</b>	39.4799
<b>Longitude:</b>	-74.5777

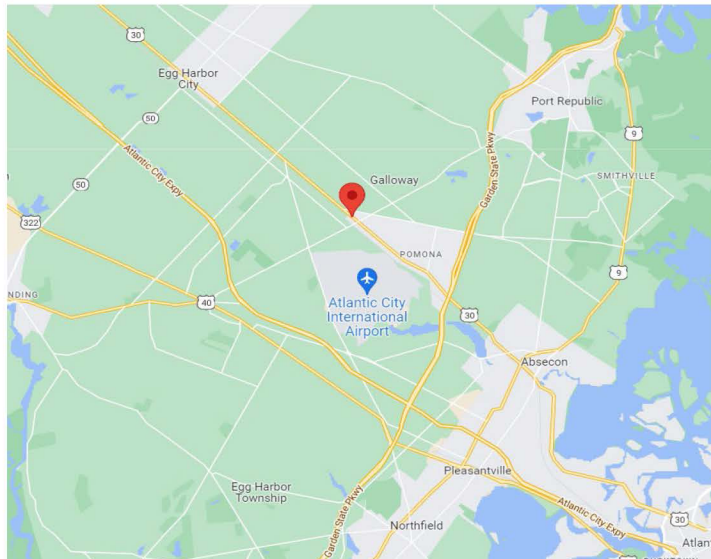


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations. Located in a heavily traveled portion of Route 30, this board is close to dining and retail.



## 📍 Unit 38 - White Horse Pike (Rte 30) west of Fir Ave, F/W Galloway

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Egg Harbor City
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	12'x30'
<b>Latitude:</b>	39.4573
<b>Longitude:</b>	-74.5419

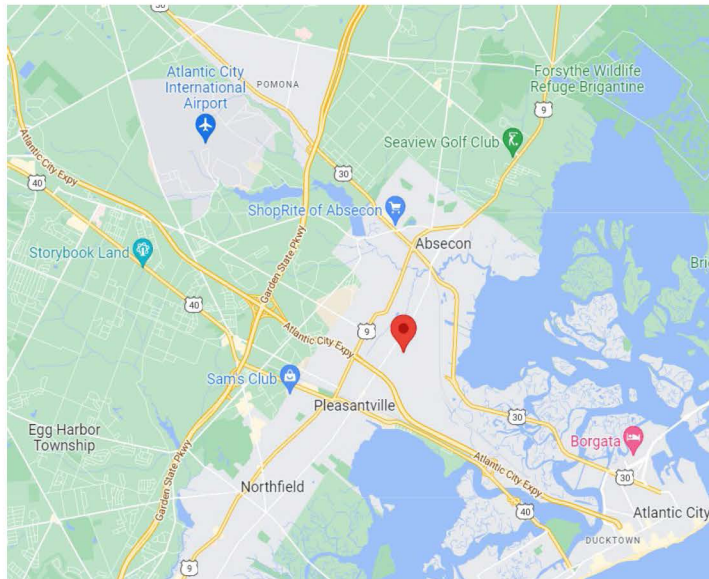
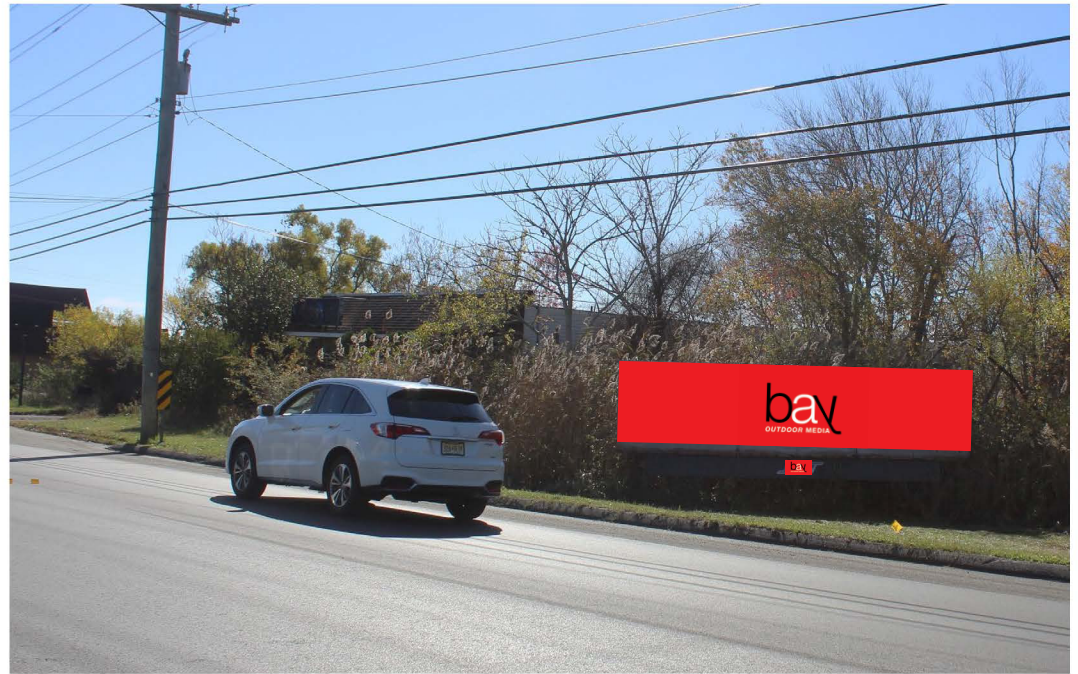


**Location:** Eastbound in Galloway Township, the state's largest municipality, this bulletin captures daily commuters from Atlantic County as well as tourists and vacationers from North Jersey, Philadelphia and surrounding suburbs as well as New York, heading to Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations. Located in a heavily traveled portion of Route 30, this board is close to dining and retail.



## 📍 Unit 75 - Delilah Road .2 mi east of Shore Rd, F/W Pleasantville

<b>Facing:</b>	West
<b>DMA:</b>	Philadelphia
<b>City:</b>	Pleasantville
<b>County:</b>	Atlantic
<b>State:</b>	New Jersey
<b>Size:</b>	6'x24'
<b>Latitude:</b>	39.4026
<b>Longitude:</b>	-74.5083



**Location:** Eastbound in Pleasantville, this bulletin captures daily commuters from various areas of Atlantic County such as Linwood, Northfield and Egg Harbor Township heading to work and play in Atlantic City, Brigantine, Longport, Margate, Ventnor and various other shore destinations.







Gary Henderson

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[www.bag-magazine.com](http://www.bag-magazine.com)