

# LOOK OUTDOOR



# MEDIA KIT



## A Brief History

Look Outdoor is a family run business that began operating in 1994 with the purchase of four neglected billboard structures near Amarillo, Texas. Since that time we have grown into a full-time outdoor advertising company that specializes in highway directional signs. We now own and operate over 500 billboard faces in Texas, Oklahoma, New Mexico and southwest Kansas.

Look Outdoor offers outdoor advertising displays of all shapes and sizes from Liberal, Kansas to Fort Stockton, Texas and from Separ, New Mexico to Woodward, Oklahoma. All of our newly built billboards feature high output flood lamps for 24 hour coverage.



Look Outdoor is a full service outdoor advertising company that is proud to offer:

- **PERSONAL SERVICE** - like having your own personal advertising agency working for you!
- 
- **GRAPHIC & DESIGN WORK** - most all of the time at no charge!
- 
- **CUSTOM BILLING** - Monthly or annual billing. Pay by credit card!
- 
- **DISCOUNTS** - on longer term leases and on multiple billboards!

## We Want to Be Your Outdoor Advertising Partner

Many outdoor advertising companies have one goal in mind - to rent you a billboard. At Look Outdoor, we promise to do things a little differently. We will work with you every step of the way to create a marketing plan that won't just benefit OUR bottom line, but will actually make YOU money.

Because we understand that not everyone needs a billboard, we promise to provide sound advice to help you decide if outdoor advertising is right for you.

Our experienced sales staff will help you find a billboard location that will effectively target the customers you need to reach.

We will then help you design the perfect billboard or our graphic artists will design one for you.

Here are just some of the reasons why Look Outdoor should be your marketing partner.

With over 500 billboard faces, we are one of the region's largest.

However, we are small enough to offer you personal and dependable service.

We have been in business since 1994 - we have the experience you demand.

We don't want to be another expense - we want to make you money.

Whether you need ten billboards or just one, we will help you create a marketing program that is both effective and affordable.

We really do want to be your marketing partner



## Do Billboards Work?

Everyone wants to get the most bang for their buck. You try to be careful while spending your hard-earned money. The same holds true for your advertising dollars.

We understand that.

So instead of giving you an opinion or a sales pitch, we're going to let our billboards speak for themselves. Or more accurately, we're going to let the nationally-known survey company, Arbitron, give you the facts about billboard advertising.

Once you see the facts for yourself, we are confident you will agree - billboards really are a great advertising choice!

### We spend a lot of time in our cars

Americans spend nearly 20 hours in their cars per week and travel more than 200 miles. The average traveler aged 18 or older spends 18 hours and 31 minutes in his or her car per week and covers 224 miles. Key demographic groups including Persons 18 to 34 and Persons 25 to 54 average more time and miles in their cars.

### Travelers notice billboards

Travelers take note of billboard advertising. Seventy-one percent of travelers often look at the messages on roadside billboards and more than one-third (37%) report looking at an outdoor ad each or most of the time they pass one.

### The right place at the right time

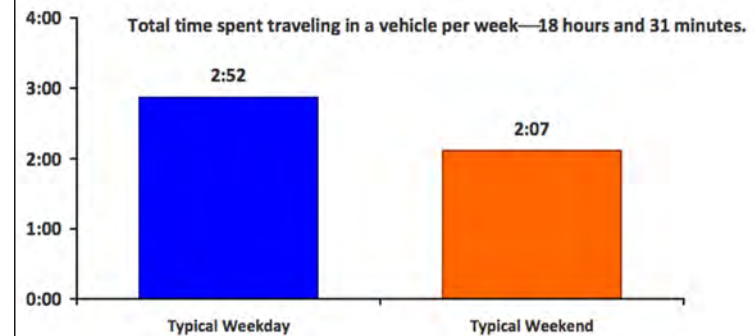
Billboard advertising is one of the last messages a consumer receives before making a buy decision. Nearly three-quarters of billboard viewers shop on their way home from work; more than two-thirds make their shopping decisions while in the car and more than one-third make the decision to stop at the store while on their way home - all times when billboard advertising has the opportunity to be influential.

### Billboards drive store traffic

Roadside billboards drive store traffic. Nearly one-quarter of billboard viewers say they were motivated to visit a particular store that day because of an outdoor ad message and nearly one-third visited a retailer they saw on a billboard later that week. Half of viewers reported receiving directional information from a billboard and one-quarter said they immediately visited a business because of an outdoor ad message.

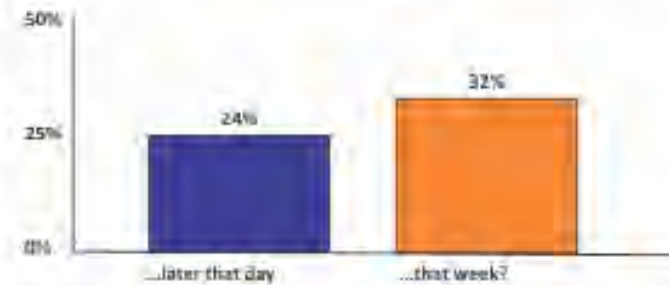
### American Travelers Spend More Than 18 Hours per Week on the Road

"How much time in hours or minutes do you spend combined, either driving or riding as a passenger in any vehicle, on a {TYPICAL WEEKDAY/WEEKEND}?" (results displayed in hours:minutes)



### Using Billboard Advertising to Drive Store Traffic

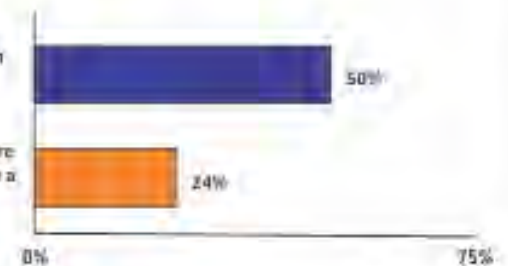
Have you ever noticed a billboard advertising a sale or special offer that motivated you to visit a certain store...



### Using Billboard Advertising to Drive Store Traffic

Have you ever noticed a billboard which gave you directions to a specific store location?

Have you ever immediately visited a store or business specifically because you saw a billboard?



Source: Arbitron National In-Car Study: 2009 Edition

# The Perfect Billboard

---

## Billboard Design Tip #1 Keep it Simple

You are proud of your business and your products – rightly so! However, this is not the time nor the place to tell a passing motorist everything about your company. Billboards are often read by motorists traveling at speeds of 55 mph or more. The average read time is 5-10 seconds under ideal circumstances. To be effective, keep it simple.

In billboard advertising, less really is more. Make the most of your 5 second window by limiting your design to three main components:

- A graphic or logo that is appropriate to the overall design and goal of your ad
- A compelling headline that grabs the driver's attention
- Your name, logo and contact information or directional

## Billboard Design Tip #2 Keep it Short

Keep your copy length to 8 words or less. Keep your words short for faster comprehension. Longer messages are too much of a distraction for a safe driver. As a result, your advertising will simply be ignored. Keep it brief and memorable.

## Billboard Design Tip #3 Keep it Big

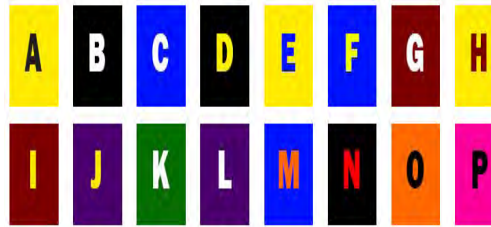
With billboards, big is beautiful. Large text allows your customer to see your message from a greater distance. While it may seem huge at first, text sizes up to 3' tall and larger are common. Text sizes smaller than 12" are often unreadable.

## Billboard Design Tip #4 Keep it Bold

This is not the time to be subtle. Pastel colors that make for a beautiful magazine advertisement rarely work to create a beautiful billboard advertisement.

Make a statement and make it bold. Bold, high contrast colors will catch and hold the driver's eye.

Here are some color combinations that will make your message readable for longer distances.



Clouds and sky often frame the billboard against the horizon. Try to avoid white, sky blue and grey on the outer edges of your ad copy.

## Billboard Design Tip #5 Keep it Clean

Fancy font styles aren't just hard to read, they may actually be invisible at long distances. The thin, flowing lines of script fonts don't make for good billboard ad copy. Even if you feel that this limits your creativity, use thick, heavy fonts to maximize readability.

ALL CAPS may be tempting as well, but studies clearly show that they are less legible - use them sparingly.

## Billboard Design Tip #6 Keep it Focused

Your creative juices are flowing and there is so much you want to include. Simply put – don't do it. Drivers will study your work for 5 seconds, not 5 minutes.

You have a huge canvas to work with, so make a huge statement. Make one point and make it with impact.

Keep graphics clean and simple and relevant to the ad content. A picture is worth a 1000 words, so choose your graphics wisely.

Know your audience and tailor your message to that audience and that audience alone. Make a connection with your readers that will encourage them to respond to what they see.

If your business caters to evening customers, look for a billboard with lights so your customers see you when it counts.

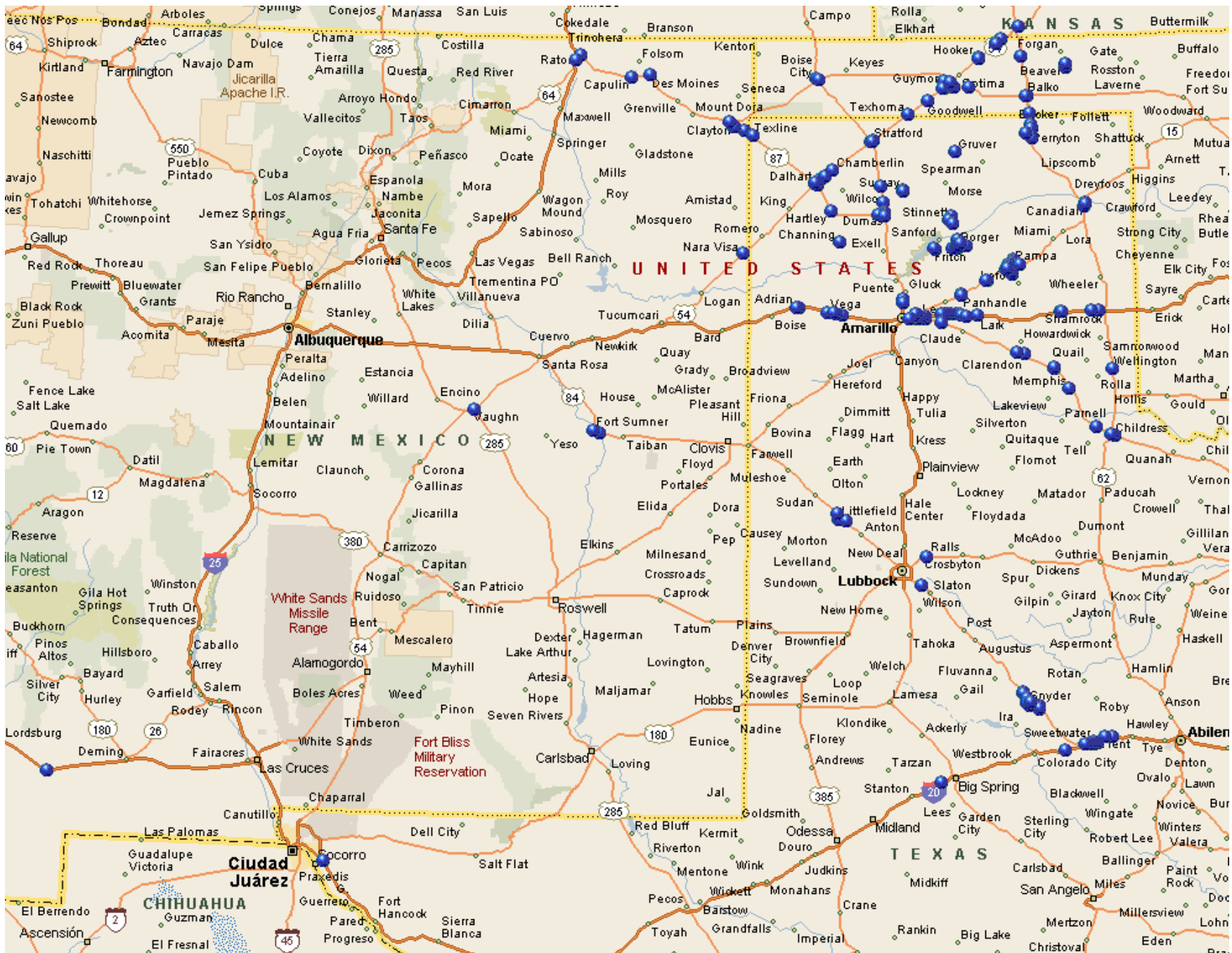
## Billboard Design Tip #7 Keep it Memorable

Once you have finished your design, show it to someone that is not familiar with the design for 5 seconds to simulate driving past the billboard. Can they read and understand the entire message? Can they quickly find and identify your business name and location? This is the time to find the mistakes and correct them.

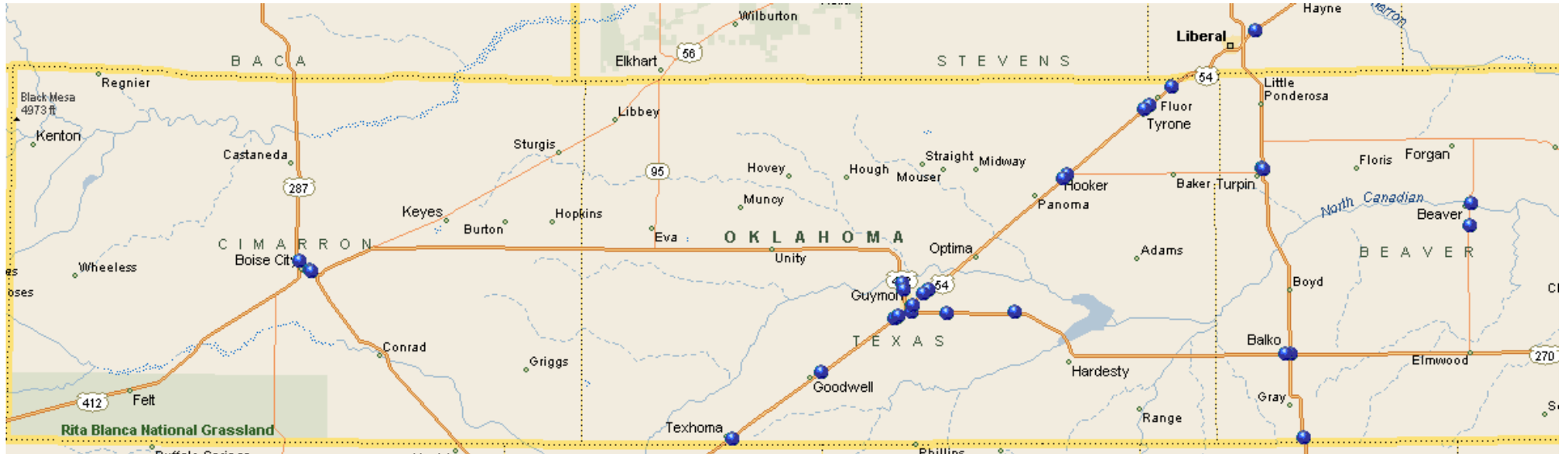
## Billboard Design Tip #8 Keep it Exciting

Get your reader's attention and keep it exciting. Billboards are an excellent medium to try out new and even crazy ideas. The most creative billboards catch readers by surprise. Obey the design rules set out above, but break all the rest. Remember – no one will ever remember dull or boring.

# Market Overview



## Kansas and Oklahoma Markets

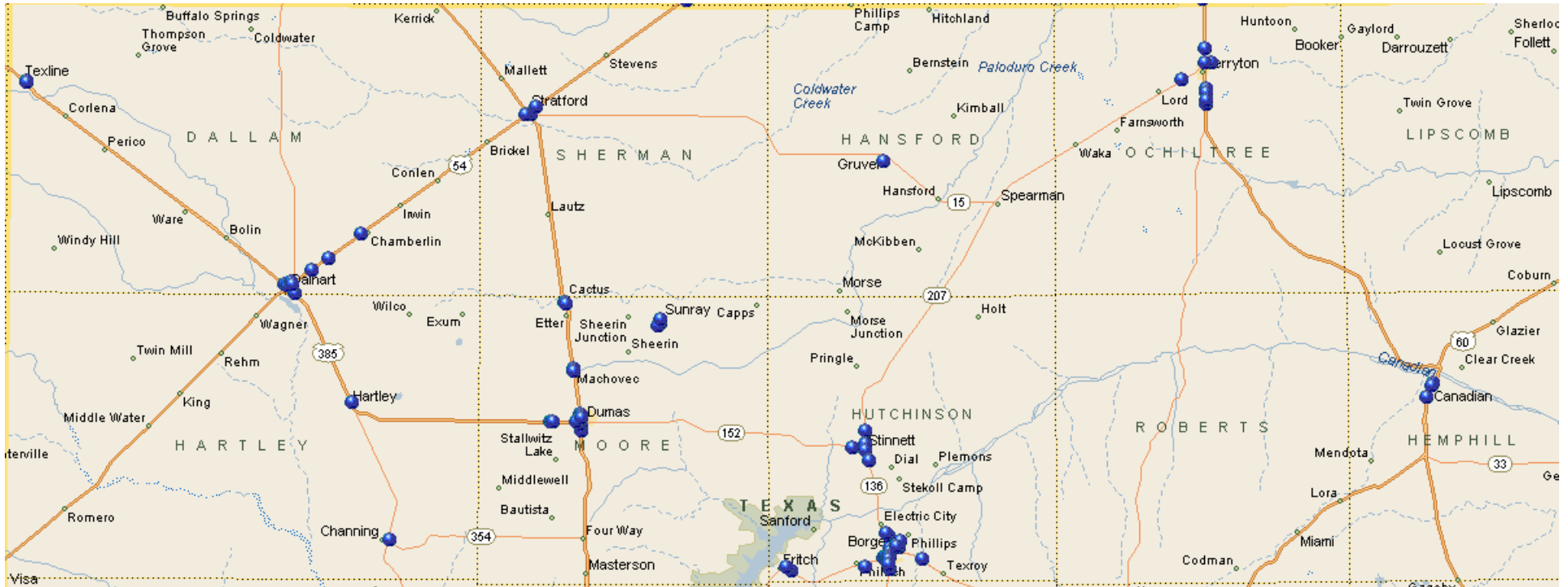


PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
OBE-3	Beaver	83	South of JCT 3/412 - Balko, Oklahoma	8x28	No	4
OBE-4	Beaver	3/412	West of JCT 83 - Balko, Oklahoma	10x32	Yes	4
OBE-5	Beaver	83	0.1 mile North of Texas state line - Balko, Oklahoma	8x24	No	2
OBE-7	Beaver	23	8.4 miles South of JCT 64 - Beaver, Oklahoma	8x22	No	1
OBE-8	Beaver	83	0.5 mile North of JCT 64 - Turpin, Oklahoma	8x22	No	1
OBE-9	Beaver	83	0.3 mile North of JCT 64 - Turpin, Oklahoma	8x22	No	1
OBE-10	Beaver	23	@Main Street - Beaver, Oklahoma	12x25	Yes	2
OCI-1	Cimarron	56/64/287	East city limits of Boise City, Oklahoma	12x25	Yes	4
OCI-3	Cimarron	56/64/287	0.5 mile East of Boise City, Oklahoma	12x6	No	1
OCI-5	Cimarron	287	North city limits of Boise City, Oklahoma	10x20	No	4
KSE-1	Seward	54	1.5 miles Northeast of Liberal, Kansas	12x25	Yes	4
OTX-1	Texas	54	1 mile East of Guymon, Oklahoma	12x25	Yes	4
OTX-2	Texas	54	1 mile West of Guymon, Oklahoma	12x25	Yes	4

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
OTX-3	Texas	54	East city limits of Texhoma, Oklahoma	12x25	Yes	4
OTX-4	Texas	54	Northeast city limits of Tyrone, Oklahoma	12x25	Yes	4
OTX-5	Texas	54	East city limits of Goodwell, Oklahoma	12x25	Yes	4
OTX-6	Texas	54	Southwest city limits of Tryone, Oklahoma	12x25	Yes	4
OTX-7	Texas	54	0.5 mile North of Guymon, Oklahoma	10x32	Yes	4
OTX-8	Texas	54	0.25 mile Northeast of JCT 94 - Hooker, Oklahoma	10x24	Yes	4
OTX-9	Texas	54	0.5 mile West of Guymon, Oklahoma	10x24	Yes	4
OTX-10	Texas	54	2 miles West of Oklahoma state line - Tyrone, Oklahoma	10x24	No	2
OTX-11	Texas	54	0.8 mile West of JCT 136 - Guymon, Oklahoma	10x32	No	2
OTX-12	Texas	54	0.2 mile West of JCT 94 - Hooker, Oklahoma	8x30	No	2
OTX-13	Texas	3	10 miles East of JCT 54 - Guymon, Oklahoma	8x16	No	2
OTX-14	Texas	64/3	0.2 mile North of 24th Street - Guymon, Oklahoma	12x24	No	1
OTX-15	Texas	3	0.2 mile East of JCT 54 - Guymon, Oklahoma	6x16	Yes	1
				8x20		1
OTX-16	Texas	54	1.1 miles East of JCT 64 - Guymon, Oklahoma	8x24	No	1
				8x20		1
OTX-17	Texas	64/3	0.1 mile North of 24th Street - Guymon, Oklahoma	12x24	No	1
OTX-18	Texas	3	6.4 miles East of JCT 54 - Guymon, Oklahoma	8x8	No	1
OTX-20	Texas	54	250' North of 6th Street - Guymon, Oklahoma	6x12	No	4



## Northern Texas Panhandle Markets



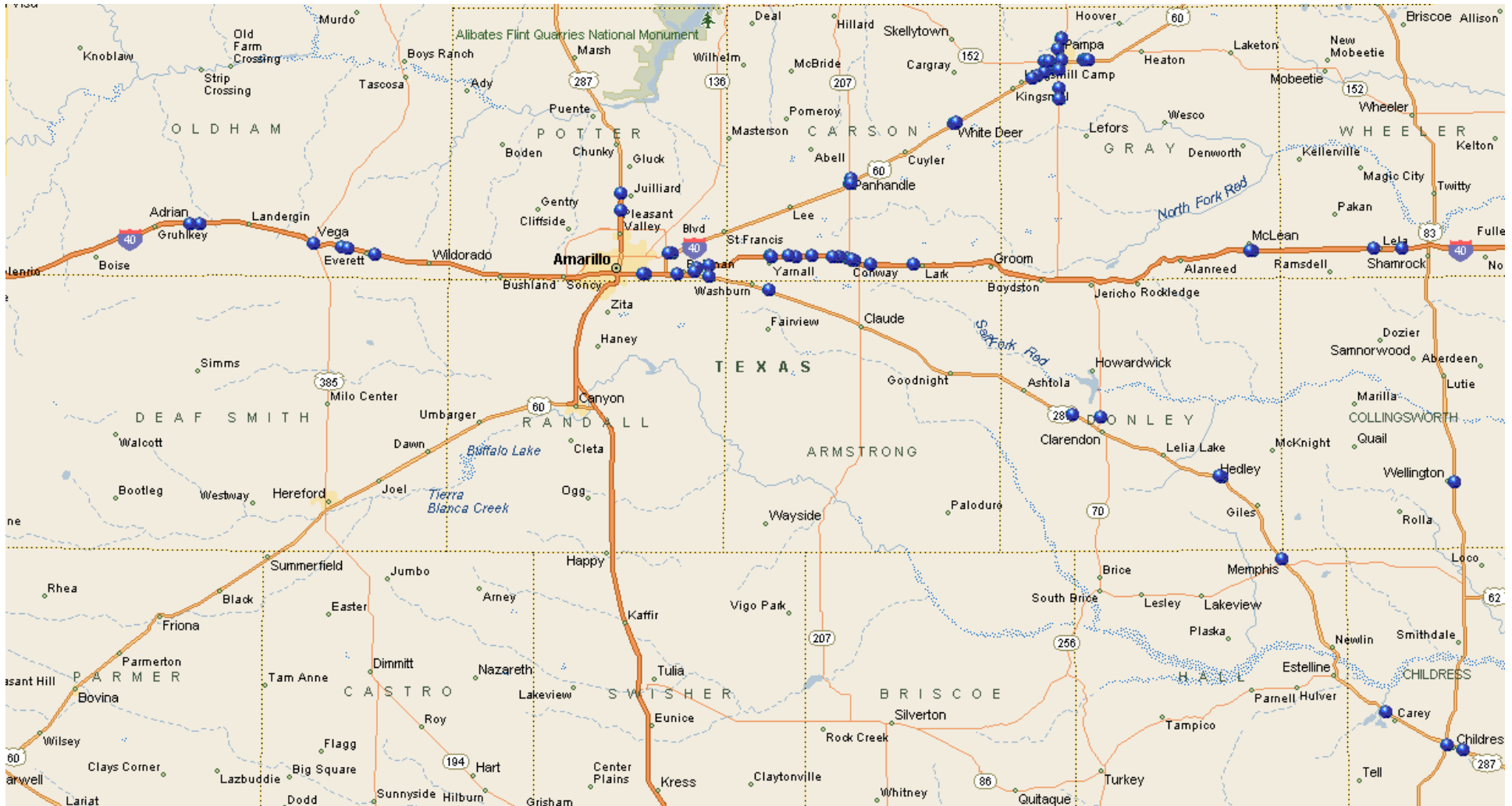
PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TDA-2	Dallam	54	8 miles East of Dalhart, Texas	8x12	No	2
TDA-3	Dallam	54	0.33 mile East of Dalhart, Texas	14x6	No	1
TDA-4	Dallam	385	North city limits of Dalhart, Texas	8x16	No	4
TDA-6	Dallam	87	@Dallam Street - Dalhart, Texas	12x25	Yes	4
TDA-8	Dallam	87	@10th Street - Dalhart, Texas	12x25	Yes	4
TDA-9	Dallam	87	Southeast city limits of Texline, Texas	10x32	Yes	4
TDA-10	Dallam	87	Southeast city limits of Texline, Texas	10x32	Yes	4
TDA-11	Dallam	54	1000 block of Liberal Street - Dalhart, Texas	6x12	No	4
TDA-12	Dallam	87	701 Chicago Street - Dalhart, Texas	6x12	No	4
TDA-13	Dallam	54	5 miles East of Dalhart, Texas	6x20	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
THN-1	Hansford	136	150' North of 9th Street - Gruver, Texas	6x12	No	4
THT-1	Hartley	87	North city limits of Hartley, Texas	10x32	No	2
THT-2	Hartley	385	North of FM 354 - Channing, Texas	10x30	No	2
THE-2	Hemphill	83	North of Airport Road - Canadian, Texas	10x24	Yes	4
THE-4	Hemphill	60/83	Southwest of Purcell Street - Canadian, Texas	7x20	Yes	2
THE-5	Hemphill	60/83	South of Santa Fe Avenue - Canadian, Texas	6x12	No	2
THU-1	Hutchinson	207	1 mile South of Stinnett, Texas	10x32	No	2
THU-2	Hutchinson	136	@Eagle Boulevard - Fritch, Texas	10x20	No	4
THU-3	Hutchinson	152	0.5 mile West of Stinnett, Texas	8x16	No	1
THU-5	Hutchinson	136	@Plains Boulevard - Fritch, Texas	8x12	No	4
THU-6	Hutchinson	207	0.2 mile North of Borger, Texas	7x14	No	1
THU-10	Hutchinson	136	Next to Wal-Mart - Borger, Texas	10x36	No	2
THU-11	Hutchinson	207	1 mile North of Stinnett, Texas	4x10	No	1
THU-12	Hutchinson	207	@Roosevelt Street - Borger, Texas	8x12	No	4
THU-13	Hutchinson	FM 1551	South of Broadmoor Street - Borger, Texas	6x12	No	2
THU-14	Hutchinson	207	@FM 1551 - Borger, Texas	8x12	No	4
THU-15	Hutchinson		10th Street and Yows Street - Borger, Texas	8x16	No	4
THU-16	Hutchinson	207	800 block of North Cedar Street - Borger, Texas	8x24	Yes	4
THU-17	Hutchinson	136	Walmart and United parking lot - Borger, Texas	10x36	No	2
THU-18	Hutchinson	152	0.1 mile North of Borger, Texas	8x19	No	1
THU-19	Hutchinson	152	3.5 miles East of Borger, Texas	8x22	No	1
THU-20	Hutchinson	136	East of cloverleaf - Borger, Texas	10x28	Yes	2
THU-21	Hutchinson		10th Street and Jim Hall Street - Borger, Texas	8x16	No	4
THU-22	Hutchinson	136	West of cloverleaf - Borger, Texas	10x28	Yes	2
THU-23	Hutchinson	136	Southwest corner of cloverleaf - Borger, Texas	10x28	Yes	4
THU-24	Hutchinson		East of cloverleaf on Wilson Street - Borger, Texas	10x28	No	4
THU-26	Hutchinson	207	South city limits of Borger, Texas	8x16	No	4
THU-28	Hutchinson	Spur 119	@Carolina Street - Borger, Texas	10x28	No	2
THU-29	Hutchinson	207	@Main Street - Borger, Texas	6x12	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
THU-31	Hutchinson	207	300' North of 3rd Street - Borger, Texas	10x30	No	2
THU-32	Hutchinson	207	@1st Street - Stinnett, Texas	6x12	No	4
THU-33	Hutchinson	207	@10th Street - Stinnett, Texas	6x12	No	4
THU-35	Hutchinson	136	0.1 mile West of cloverleaf - Borger, Texas	14x48	Yes	2
THU-36	Hutchinson	Spur 246	300' North of 3rd Street - Borger, Texas	8x16	No	4
TMO-1	Moore	87	West city limits of Dumas, Texas	10x28	Yes	2
TMO-2	Moore	87	2.6 miles West of Dumas, Texas	10x32	No	1
TMO-5	Moore	287	@13th Street - Dumas, Texas	10x15	No	2
TMO-6	Moore	287	4.7 miles North of Dumas, Texas	10x40	No	1
TMO-7	Moore	87	4 miles West of Dumas, Texas	10x30	Yes	1
TMO-8	Moore	287	4 miles North of Dumas, Texas	10x30	No	1
TMO-9	Moore	287	1.6 miles North of JCT 281 - Cactus, Texas	10x32	Yes	4
TMO-10	Moore	87	4.5 miles West of Dumas, Texas	10x32	Yes	4
TMO-11	Moore	287	1.3 miles North of JCT 281 - Cactus, Texas	10x32	Yes	4
TMO-12	Moore	287	1.4 miles North of JCT 281 - Cactus, Texas	10x32	Yes	4
TMO-13	Moore	FM 119	@5th Street - Sunray, Texas	8x16	No	2
TMO-14	Moore	FM 119	@L Avenue - Sunray, Texas	8x16	No	2
TMO-15	Moore		800 Bliss - Dumas, Texas	6x12	No	2
TMO-16	Moore	287	@5th Street - Dumas, Texas	6x12	No	2
TMO-18	Moore	287	75' North of N. 5th Street - Dumas, Texas	6x12	No	2
TMO-19	Moore	287	308 N. Dumas Avenue - Dumas, Texas	6x12	No	2
TMO-20	Moore	FM 281	@FM 119 - Sunray, Texas	10x38	No	1
TMO-21	Moore	287	South of 6th Street - Dumas, Texas	5x16	No	2
TOC-2	Ochiltree	83	400 block of Main Street - Perryton, Texas	8x16	No	4
TOC-3	Ochiltree	83	2.4 miles South of SW 24th Avenue - Perryton, Texas	8x12	No	1
TOC-4	Ochiltree	15	0.25 mile Northeast of JCT 192 - Perryton, Texas	4x10	No	1
TOC-5	Ochiltree	83	1 mile North of Perryton, Texas	8x28	No	4
TOC-6	Ochiltree	83	South city limits of Perryton, Texas	8x28	No	4
TOC-7	Ochiltree	83	0.4 mile North of JCT 15 - Perryton, Texas	6x12	No	4

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TOC-8	Ochiltree	83	0.8 mile South of SW 24th Avenue - Perryton, Texas	6x12	No	4
TOC-9	Ochiltree	15	@Industrial Boulevard - Perryton, Texas	6x12	No	4
TOC-11	Ochiltree	83	2 miles South of SW 24th Avenue - Perryton, Texas	6x12	No	1
TSH-1	Sherman	54	East city limits of Stratford, Texas	12x25	Yes	4
TSH-2	Sherman	287	@South 5th Street - Stratford, Texas	12x25	Yes	4
TSH-3	Sherman	54	0.3 mile West of JCT 287 - Stratford, Texas	7x10	No	1

## Southern Texas Panhandle Markets



PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TAR-1	Armstrong	287	10 miles West of Claude, Texas	8x28	No	1
TCA-1	Carson	Interstate 40	2 miles East of Conway, Texas (MP 99.2)	6x28	No	1
TCA-2	Carson	Interstate 40	0.5 mile East of Conway, Texas (MP 97.5)	8x28	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TCA-3	Carson	Interstate 40	12 miles East of Amarillo, Texas (MP 91)	8x28	No	1
TCA-4	Carson	Interstate 40	9 miles East of Amarillo, Texas (MP 88)	12x20	No	2
TCA-6	Carson	Interstate 40	0.5 mile East of JCT 207 - Conway, Texas	10x28	No	1
TCA-7	Carson	Interstate 40	0.5 mile West of JCT 207 - Conway, Texas	10x28	No	1
TCA-9	Carson	Interstate 40	0.2 mile East of JCT 207 - Conway, Texas	4x8	No	1
TCA-11	Carson	Interstate 40	MP 96 - Conway, Texas	6x8	No	1
TCA-12	Carson	60	East of JCT 207 - Panhandle, Texas	10x25	Yes	2
TCA-13	Carson	Interstate 40	MP 96 - Conway, Texas	4x8	No	1
TCA-14	Carson	Interstate 40	MP 96 - Conway, Texas	6x8	No	1
TCA-15	Carson	Interstate 40	MP 96 - Conway, Texas	6x8	No	1
TCA-17	Carson	60	West of JCT 207 - Panhandle, Texas	8x28	No	4
TCA-18	Carson	207	Elsie Drive (Hwy 207) at 5th Street - Panhandle, Texas	6x12	No	4
TCA-19	Carson	60	East of Main Street - White Deer, Texas	12x20	Yes	2
TCA-20	Carson	60	0.75 mile West of FM 294 - White Deer, Texas	8x24	No	2
TCA-21	Carson	Interstate 40	800' East of FM 2373 - Amarillo, Texas	10x26	No	1
TCA-22	Carson	Interstate 40	MP 90 - Conway, Texas	10x24	No	1
TCA-23	Carson	Interstate 40	MP 93 - Conway, Texas	10x16	No	1
TCA-24	Carson	Interstate 40	MP 104 - Groom, Texas	10x16	No	1
TCA-25	Carson	60	600' East of JCT 207 - Panhandle, Texas	12x25	Yes	2
TCH-2	Childress	287	8 miles West of JCT 62 - Childress, Texas	6x16	No	1
TCH-3	Childress	83	30' North of Avenue C NW - Childress, Texas	10x30	Yes	2
TCH-4	Childress	287	@10th Street NE - Childress, Texas	10x30	Yes	2
TCO-1	Collingsworth	83	150' North of 13th Street - Wellington, Texas	10x24	Yes	4
TDO-1	Donley	287	Northwest city limits of Hedley, Texas	10x32	Yes	4
TDO-2	Donley	287	Southeast city limits of Hedley, Texas	12x25	Yes	4
TDO-3	Donley	287	2.7 miles West of JCT 70 - Clarendon, Texas	5x20	No	1
TDO-4	Donley	70	2 miles North of JCT 287 - Clarendon, Texas	6x16	No	1
TGR-1	Gray	70	North of FM 750 - Pampa, Texas	8x16	No	2
TGR-3	Gray	152/60	0.8 mile East of Pampa, Texas	6x12	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TGR-4	Gray	152/60	1.5 miles East of Pampa, Texas	10x8	No	1
TGR-5	Gray	70	3.2 miles South of Pampa, Texas	10x8	No	1
TGR-8	Gray	152	400' West of Price Road - Pampa, Texas	10x28	No	1
TGR-9	Gray	60	1.5 miles West of Price Road - Pampa, Texas	10x32	Yes	4
TGR-11	Gray		601 Foster - Pampa, Texas	6x12	No	4
TGR-12	Gray	152	@Price Road - Pampa, Texas	8x26	No	4
TGR-13	Gray	60	0.1 mile East of Price Road - Pampa, Texas	8x28	No	4
TGR-14	Gray	60	2.2 miles West of Price Road - Pampa, Texas	10x32	Yes	4
TGR-16	Gray	Interstate 40	East city limits of McLean, Texas	14x46	Yes	2
TGR-17	Gray		28th Avenue in Pampa, Texas (Wal-Mart Supercenter driveway)	8x24	No	4
TGR-19	Gray	60	2 miles West of JCT 70 - Pampa, Texas	6x20	No	1
TGR-20	Gray	70	2 miles South of JCT 60 - Pampa, Texas	6x20	No	1
TGR-21	Gray	60	250' East of Loop 171 - Pampa, Texas	8x16	No	2
TGR-22	Gray	152	0.5 mile West of Price Road - Pampa, Texas	10x24	Yes	4
TGR-23	Gray	Interstate 40	0.25 mile East of JCT 273 - McLean, Texas	14x48	Yes	2
TGR-24	Gray	70	1500 block of North Hobart Street - Pampa, Texas	10x20	Yes	2
TGR-25	Gray	70	2500 block of Perryton Parkway - Pampa, Texas	10x24	Yes	4
THA-1	Hall	287	@10th Street - Memphis, Texas	12x25	Yes	4
TOL-5	Oldham	Interstate 40	East city limits of Adrian, Texas	8x20	No	1
TOL-7	Oldham	Interstate 40	West city limits of Adrian, Texas	10x32	Yes	4
TOL-8	Oldham	Interstate 40	2.5 miles East of Vega, Texas	9x20	No	1
TOL-9	Oldham	Interstate 40	0.8 miles East of Everett Road - Vega, Texas	6x16	No	1
TOL-10	Oldham	Interstate 40	1.3 miles East of Exit 37 - Vega, Texas	8x16	No	1
TOL-11	Oldham	Interstate 40	0.4 mile West of JCT 385 - Vega, Texas	10x40	Yes	2
TPO-1	Potter	60	0.25 mile East of Loop 335 - Amarillo, Texas	10x40	No	1
TPO-2	Potter	60	0.4 mile East of Loop 335 - Amarillo, Texas	10x40	Yes	1
TPO-4	Potter	Interstate 40	FM 1912 (MP 80.8) - Amarillo, Texas	12x20	No	1
TPO-5	Potter	287	2 miles East of JCT I40 - Amarillo, Texas	10x20	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TPO-6	Potter	60	0.6 mile East of Loop 335 - Amarillo, Texas	10x28	No	1
TPO-7	Potter	287	@Cherry Avenue - Amarillo, Texas	10x36	Yes	2
TPO-8	Potter	Interstate 40	1 mile West of Exit 80 - Amarillo, Texas	12x28	Yes	1
TPO-9	Potter	Interstate 40	0.5 mile West of Exit 80 - Amarillo, Texas	12x40	No	1
TPO-10	Potter	287	9.2 miles North of I-40 (FM 2176) - Amarillo, Texas	12x40	No	1
TPO-11	Potter	Interstate 40	0.4 mile East of Exit 72B - Amarillo, Texas	14x48	Yes	2
TPO-12	Potter	Interstate 40	0.2 mile East of Airport Boulevard - Amarillo, Texas	14x48	Yes	2
TPO-13	Potter	Interstate 40	0.7 mile East of Exit 72B - Amarillo, Texas	14x48	Yes	2
TWH-2	Wheeler	Interstate 40	MP 159 - Shamrock, Texas	10x24	No	1
TWH-3	Wheeler	Interstate 40	West of MP 157 - Shamrock, Texas	10x24	No	1

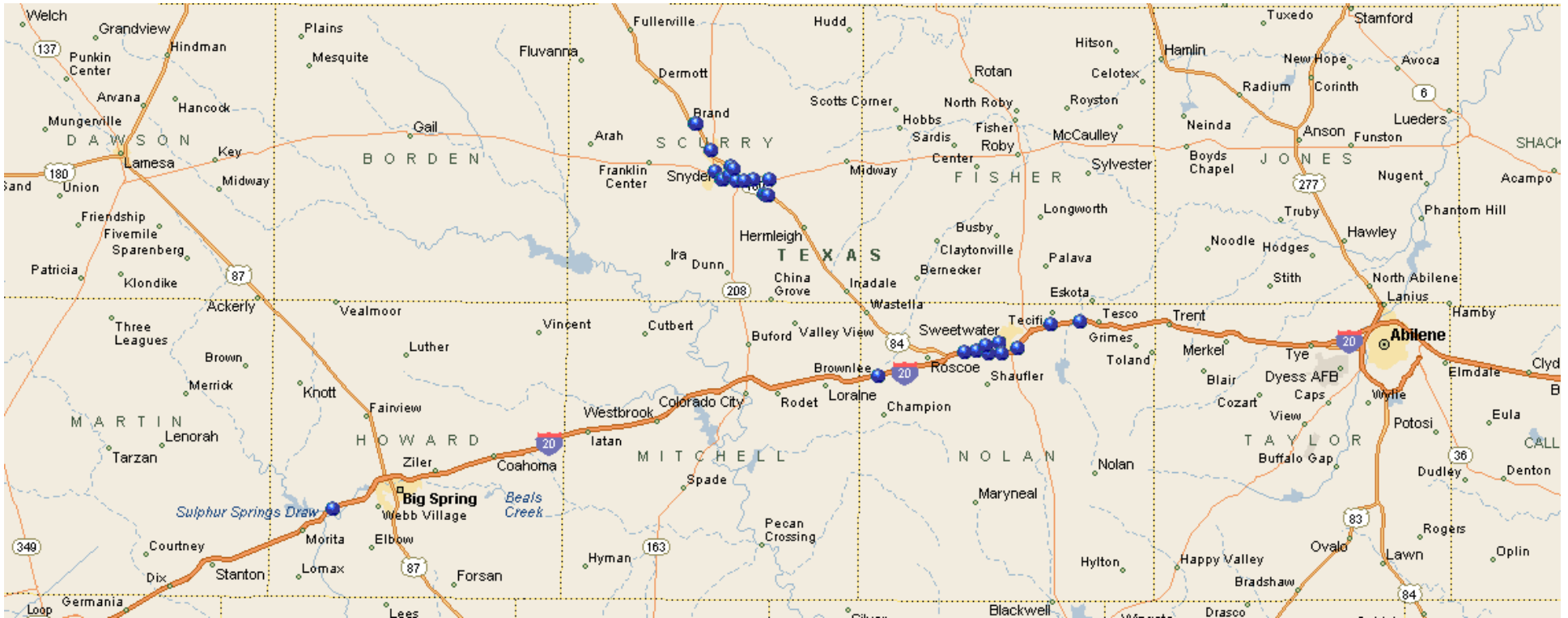


## Lubbock Texas Markets



PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TLA-1	Lamb	84	1 mile North of JCT 385 - Littlefield, Texas	10x30	No	1
TLA-2	Lamb	84	1 mile North of JCT 430 - Littlefield, Texas	8x28	No	1
TLA-3	Lamb	84	1 mile East of Loop 430 - Littlefield, Texas	10x30	No	1
TLU-1	Lubbock	84	4 miles West of FM 400 - Slaton, Texas	8x24	No	1
TLU-3	Lubbock	62/82/114	East city limits of Idalou, Texas	8x24	No	1

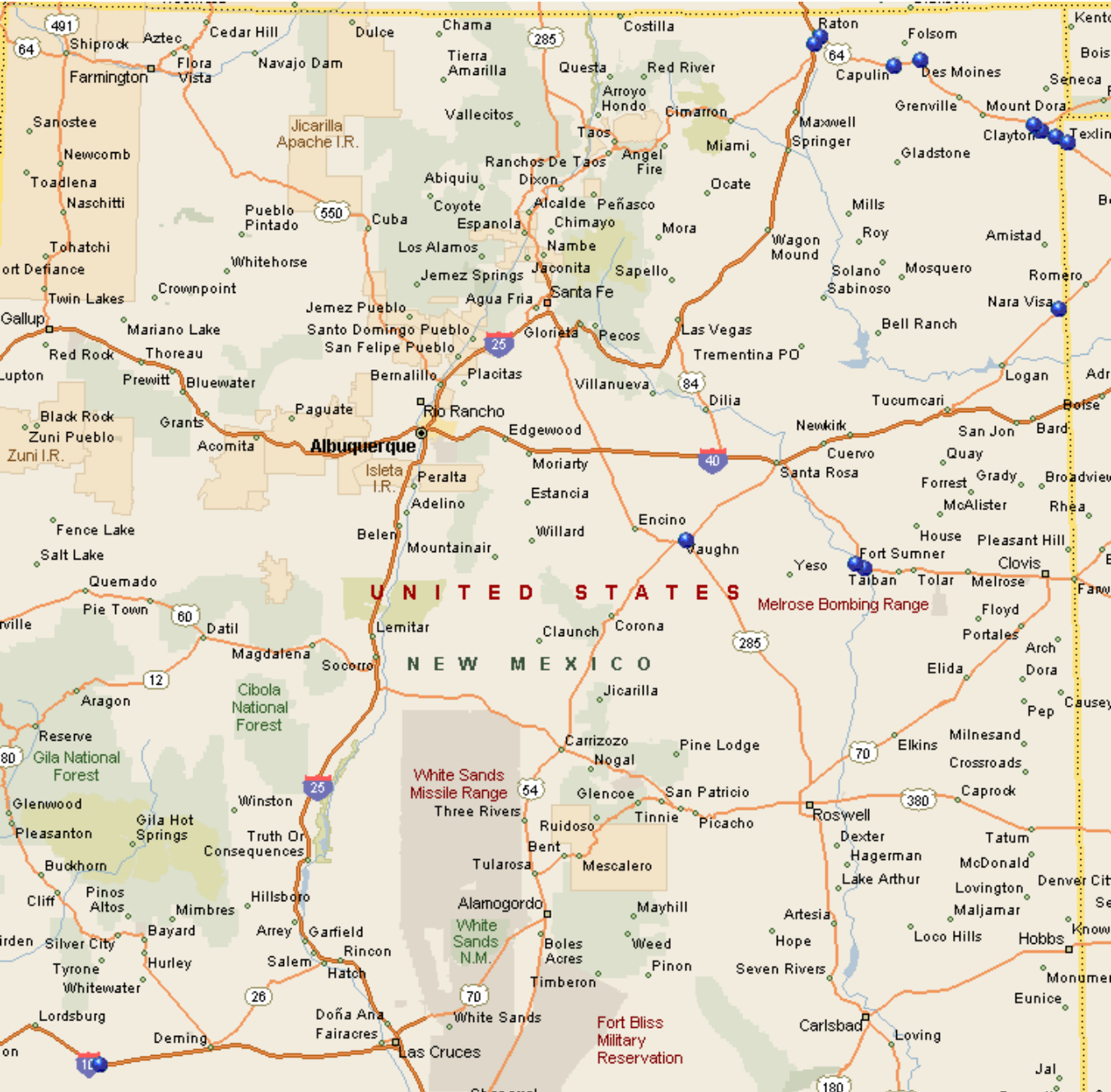
## Snyder, Sweetwater and Big Spring Markets



PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
THO-1	Howard	Interstate 20	1.5 miles West of Cauble Road - Big Spring, Texas	10x40	No	1
TNO-1	Nolan	Interstate 20	0.8 mile West of JCT 70 - Sweetwater, Texas	12x40	Yes	1
TNO-2	Nolan	Interstate 20	0.3 mile West of Exit 240 - Sweetwater, Texas	14x32	No	1
TNO-3	Nolan	Interstate 20	0.2 mile West of FM 1230 - Sweetwater, Texas	12x8	No	1
TNO-4	Nolan	Interstate 20	0.7 mile East of JCT 70 - Sweetwater, Texas	14x40	Yes	1
TNO-5	Nolan	Interstate 20	0.4 mile East of FM 1856 - Sweetwater, Texas	14x32	No	1
TNO-6	Nolan	Interstate 20	0.3 mile East of Exit 242 - Sweetwater, Texas	12x40	Yes	2
TNO-7	Nolan	Interstate 20	1.5 miles East of Eskota Road - Sweetwater, Texas	14x40	Yes	2
TNO-8	Nolan	Interstate 20	Between MP 241 and MP 242 - Sweetwater, Texas	12x36	No	1

PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
TNO-9	Nolan	Bus Loop I- 20	0.4 mile West of FM 1544 - Sweetwater, Texas	10x24	No	2
TNO-10	Nolan	Bus Loop I-20	0.3 mile West of FM 1544 - Sweetwater, Texas	10x24	No	2
TNO-11	Nolan	Bus Loop I-20	400' West of Poplar Street - Sweetwater, Texas	10x24	Yes	2
TSC-1	Scurry	84	0.6 mile South of FM 1611 - Snyder, Texas	8x28	Yes	1
TSC-2	Scurry	84	0.6 mile South of FM 1611 - Snyder, Texas	10x32	No	1
TSC-3	Scurry	84	Gilmore Avenue - Snyder, Texas	10x32	Yes	1
TSC-4	Scurry	84	0.4 mile North of Ennis Creek Road - Snyder, Texas	16x8	No	2
TSC-5	Scurry	84	0.1 mile South of Ennis Creek Road - Snyder, Texas	8x28	Yes	2
TSC-6	Scurry	84	2.75 miles South of US 180 - Snyder, Texas	16x8	Yes	1
TSC-7	Scurry	84	3.2 miles South of US 180 - Snyder, Texas	8x32	Yes	1
TSC-8	Scurry	84	0.5 mile South of CR 461 - Snyder, Texas	8x28	Yes	1
TSC-9	Scurry	84	3.5 miles South of US 180 - Snyder, Texas	8x28	Yes	2
TSC-10	Scurry	180	1 mile East of US 84 - Snyder, Texas	8x16	Yes	1
TSC-11	Scurry	180	2.8 miles East of US 180 - Snyder, Texas	8x20	No	1
TSC-12	Scurry	180	0.1 mile East of Avenue A - Snyder, Texas	9x20	Yes	2
TSC-13	Scurry	180	NW corner of 25th Street and Avenue R - Snyder, Texas	8x16	No	1
TSC-14	Scurry		0.1 mile East of Avenue E on 37th Street - Snyder, Texas	10x32	Yes	2
TSC-15	Scurry	180	50' East of JCT 208 - Snyder, Texas	10x32	Yes	4
TSC-16	Scurry	180	250' East of JCT 208 - Snyder, Texas	10x24	Yes	4
TSC-17	Scurry	84	600' South of JCT 180 - Snyder, Texas	10x32	Yes	4
TSC-18	Scurry		0.2 mile East of Avenue E on 37th Street - Snyder, Texas	10x32	Yes	2

# New Mexico Markets



PANEL ID	COUNTY	HIGHWAY	LOCATION - SORTED BY COUNTY	SIZE	LIGHTS	FACES
NCO-1	Colfax	64/87	1.25 miles East of Raton, New Mexico	7x16	No	1
NCO-2	Colfax	Interstate 25	1.25 miles South of Exit 450 - Raton, New Mexico	7x16	Yes	1
NDE-1	De Baca	60/84	1 mile East of Ft. Sumner, New Mexico	10x32	Yes	4
NDE-4	De Baca	60	@Sharp Street in Ft. Sumner, New Mexico	12x25	Yes	4
NGR-1	Grant	Interstate 10	3 miles East of Separ, New Mexico	12x28	No	1
NGU-1	Guadalupe	285	750' East of JCT 54 - Vaughn, New Mexico	10x24	Yes	2
NGU-2	Guadalupe	60	East of JCT 285 - Vaughn, New Mexico	10x24	Yes	2
NGU-3	Guadalupe	60	125' North of JCT 285 - Vaughn, New Mexico	10x24	Yes	2
NGU-4	Guadalupe	54/60/285	West of JCT 60 - Vaughn, New Mexico	10x24	Yes	2
NQU-1	Quay	54	North city limits of Nara Visa, New Mexico	12x25	Yes	4
NUN-1	Union	87	North city limits of Clayton, New Mexico	10x28	No	2
NUN-2	Union	87	North city limits of Clayton, New Mexico	10x28	Yes	2
NUN-3	Union	87	South city limits of Clayton, New Mexico	10x32	Yes	2
NUN-4	Union	87	South city limits of Clayton, New Mexico	10x32	Yes	2
NUN-5	Union	87	South city limits of Clayton, New Mexico	10x28	No	2
NUN-6	Union	87	Northwest city limits of Des Moines, New Mexico	12x25	Yes	4
NUN-7	Union	87	Northwest city limits of Des Moines, New Mexico	10x8	No	4
NUN-8	Union	87/64	East city limits of Capulin, New Mexico	12x25	Yes	4
NUN-9	Union	87	2 miles West of Texas state line	10x24	No	1
NUN-10	Union	87	2 miles South of JCT 56 - Clayton, New Mexico	8x8	No	1



P.O. Box 1155  
Borger, TX 79008-1155

[www.lookoutdoor.biz](http://www.lookoutdoor.biz)  
[sales@lookoutdoor.biz](mailto:sales@lookoutdoor.biz)



Voice 806.274.4357  
Fax 806.274.2700  
Toll Free 877.583-3801

