

Speed and Conversion Challenge Problem

This problem was altered from a similar problem in the book *My Best Mathematical and Logic Puzzles* by Martin Gardner.

You are driving at a steady pace along the highway and notice that annoying advertisements for car insurance seem to be spaced at regular distances apart. Your friend in the passenger seat counts the number of ads you pass in one minute. Surprised, your friend tells you that when you multiply this number by ten, it exactly equals the speed of the car in miles per hour.

Assuming that the ads are evenly spaced, the car's speed is constant, and your friend began and ended the counting exactly midway between two ads, how far is it between two ads?