



**KEY ATTRIBUTES:** Visible to traffic driving into Downtown Detroit, which has the GM World HQ on one of Detroit's heaviest traveled traffic arteries. This bulletin is seen by motorists as they travel to Detroit from the northern suburbs such as Royal Oak, Huntington Woods, and Birmingham. Located less than a minute away from the Meijer shopping complex which houses K&G Menswear, Marshalls, Mr. Allans, McDonalds, Five Below, Petco, Radio Shack, Wing Stop, Subway, and PNC Bank. It is positioned next to the Michigan State Fairgrounds which is being developed into a major entertainment, retail, and residential district by Magic Johnson and affiliates.

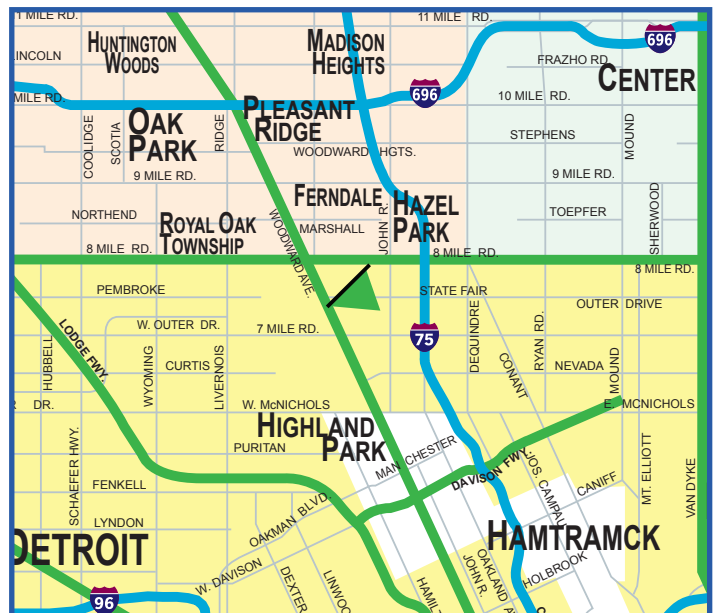
## Billboard Advantages

- Top of Mind Awareness
- Constant Market Presence
- Total Market Reach
- High Frequency
- Limited Waste Circulation
- Low Monthly Cost

**AGES 5+ WEEKLY IMPRESSIONS: 132,933**

**SIZE: 14' x 48' (illuminated) | SIDE & FACE: ES/NF**

**LAT: 42.438846 | LONG: -83.119289**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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