



**KEY ATTRIBUTES:** Located on a major commute route used as an alternate to the freeways. Taking Detroit business owners and auto executives home from Downtown Detroit, the GM World HQ, and all of the entertainment venues; to the affluent Grosse Pointe, St. Clair Shores, and other suburbs. Jefferson Ave. is heavily populated with residents and traffic from the boating and marine community. This area is rapidly becoming lined with numerous new riverfront residences, subdivisions, and major shopping centers. Just north of the Chrysler Jefferson North assembly plant, The US Post Office, and in close proximity to Belle Isle State Park and Wayne County Community College.

## Billboard Advantages

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

**TOTAL WEEKLY IMPRESSIONS: 82,435**

**SIZE: 14' x 48' (illuminated) | SIDE: South | FACE: West**

**LAT: 42.374451 | LONG: -82.939950**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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