



**KEY ATTRIBUTES:** Located just east of the I-696 interchange in Macomb County's heavy retail district, this digital billboard also reaches traffic toward the growing northern Macomb County area. In addition, since it is just west of beautiful Lake St. Clair, this bulletin is viewed by motorists bound for the many lake related activities.

## Billboard Advantages

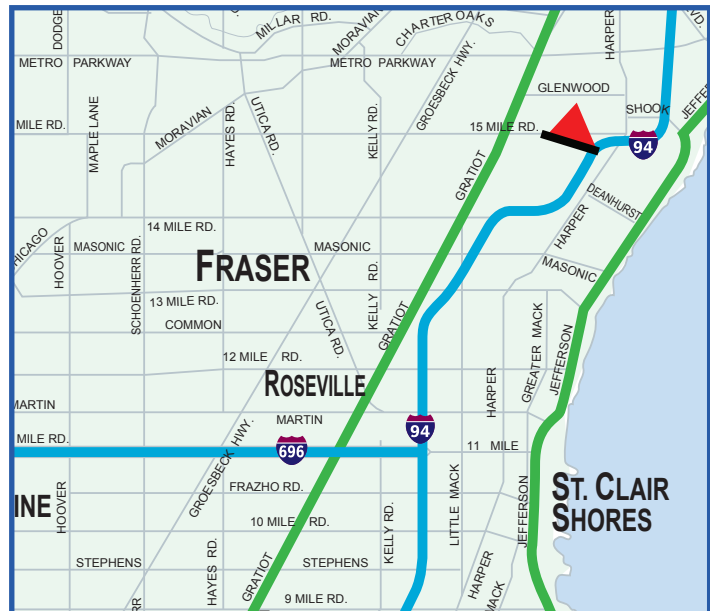
- Top of Mind Awareness
- Constant Market Presence
- Total Market Reach
- High Frequency
- Limited Waste Circulation
- Low Monthly Cost

**AGES 5+ WEEKLY IMPRESSIONS: 130,000**

*\*Estimated preliminary weekly impressions only. Subject to change.*

**SIZE: 14' x 48' (Digital) | SIDE: North | FACE: West**

**LAT: 42.548102 | LONG: -82.880468**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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