

Previously Outfront:  
DT 0097280A



Available Jan 1, 2023

# 20'x60' Spectacular - BIGGER IS BETTER Largest Digital Billboard in Macomb County

**KEY ATTRIBUTES:** This 20x60 Digital billboard is viewed when coming to and from Lake St. Clair which is only 2 miles away. Lake St. Clair has many boating and recreation activities, waterfront marinas, residential communities, and shopping districts. Commuters are coming to and from Wayne and Oakland County and many large cities (St. Clair Shores, Grosse Pointe, and Detroit) these commuters are traveling in the third most populated county in Michigan with desirable demographics and above average income. Area Highlights Include: Gratiot Ave., Macomb Mall, other shopping and commuter districts, and the I-696 freeway.

## Billboard Advantages

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

**TOTAL WEEKLY IMPRESSIONS: 187,887**

**SIZE: 20' x 60' (Digital) | SIDE: North | FACE: West**

**LAT: 42.535374 | LONG: -82.904471**



Location - Value - Service



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