



**KEY ATTRIBUTES:** This billboard reaches Downtown Detroit commuters heading westbound on I-96. These travelers are coming from hot spots such as Cobo Convention Center, sports venues, entertainment districts, Midtown, Corktown, and the Ambassador Bridge (an International Gateway to Canada). Traffic on this route are heading towards the Southfield Fwy (M-39), Telegraph Rd (US-24), the western suburbs of Wayne County, I-275, and M-14 towards Ann Arbor.

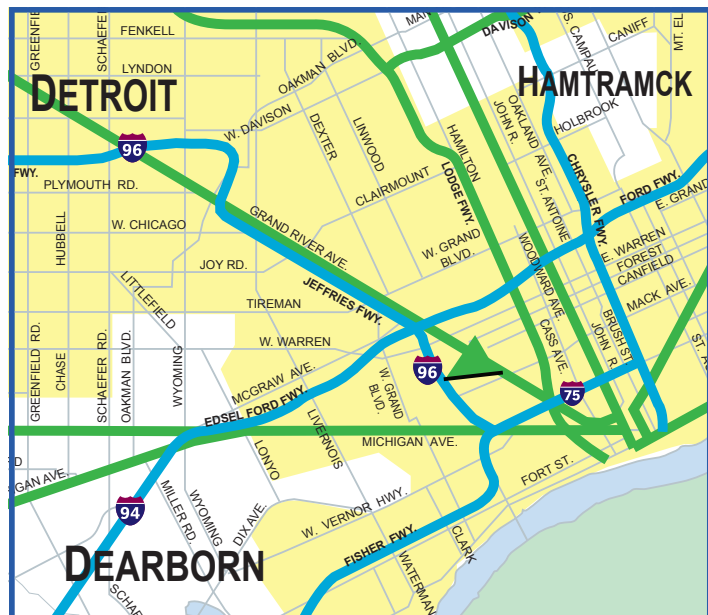
## Billboard Advantages

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

**AGES 5+ WEEKLY IMPRESSIONS: 470,303**

**SIZE: 14' x 48' (illuminated) | SIDE: North | FACE: East**

**LAT: 42.342469 | LONG: -83.093333**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

