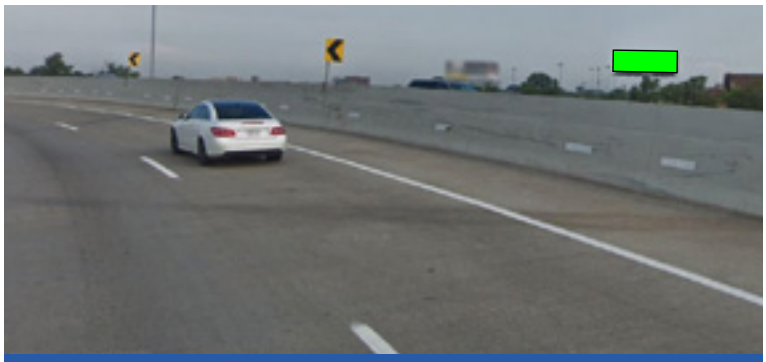
I-96 and Stanley

45A

20'x60' Spectacular - BIGGER IS BETTER

KEY ATTRIBUTES: This DIRECT APPROACH SPECTACULAR billboard captures motorists traveling Westbound on I-96. These COMMUTERS are traveling from work in Downtown Detroit, the Central Business District (CBD), from all convention, sports, entertainment venues (which are three miles away or less); Little Caesars Arena (Home of the Detroit Red Wings Hockey, Detroit Pistons Basketball, Hockeytown, all major concerts, Ford Field (Home of the Detroit Lions), Comerica Park (Home of the Detroit Tigers), Cobo Convention Center, the Arts and Entertainment Districts; Midtown, Corktown, Mexicantown, the Ambassador Bridge—an International Gateway from Canada. Traffic on this route is commuting towards the Southfield Fwy, Telegraph Rd, the Western suburbs of Wayne County, I-275, and M-14, Ann Arbor.

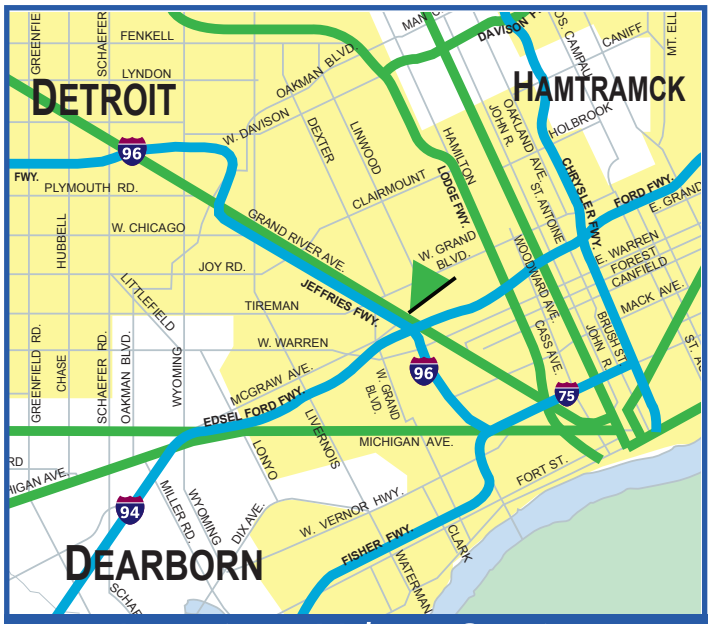


Bonus View: I-94 W Entrance Ramp

TOTAL WEEKLY IMPRESSIONS: 504,728

SIZE: 20' x 60' (illuminated) | **SIDE:** North | **FACE:** East

LAT: 42.352519 | **LONG:** -83.100165



Location - Value - Service

www.iobillboard.com

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geopath
Audience Location Measurement