



## 20'x60' Spectacular - BIGGER IS BETTER

**KEY ATTRIBUTES:** This SPECTACULAR billboard reaches commuters traveling Eastbound on I-96. These are the travelers coming from Ann Arbor (M-14), I-275 Fwy, the Southfield Fwy (M-39) and all the Western suburbs of Wayne County. Traffic on this route is traveling towards Downtown Detroit to work toward the Central Business District (CBD) for convention, all sports and 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, Entertainment Districts; Midtown, Corktown, Mexicantown as well as the freeway that is connected to the Ambassador Bridge—an International Gateway to Canada.

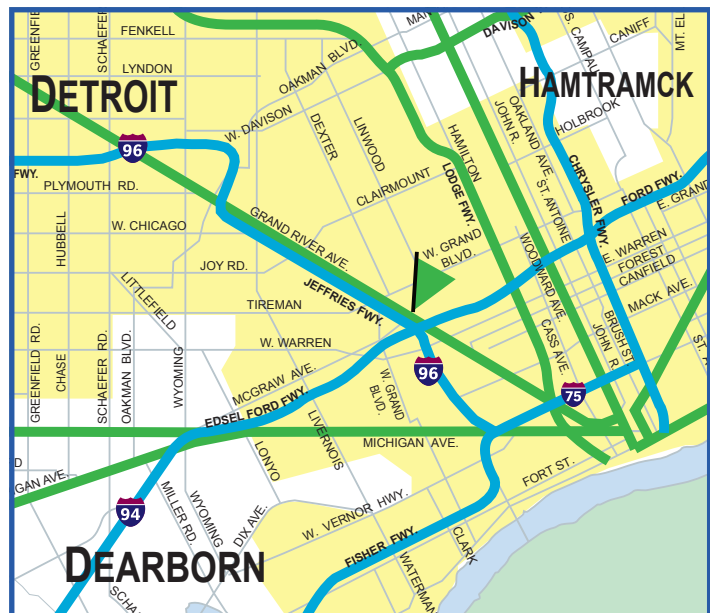
### Billboard Advantages

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

**TOTAL WEEKLY IMPRESSIONS: 432,786**

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

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



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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