



KEY ATTRIBUTES: This spectacular billboard reaches Downtown Detroit commuters heading westbound on I-96. These travelers are coming from hotspots 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.

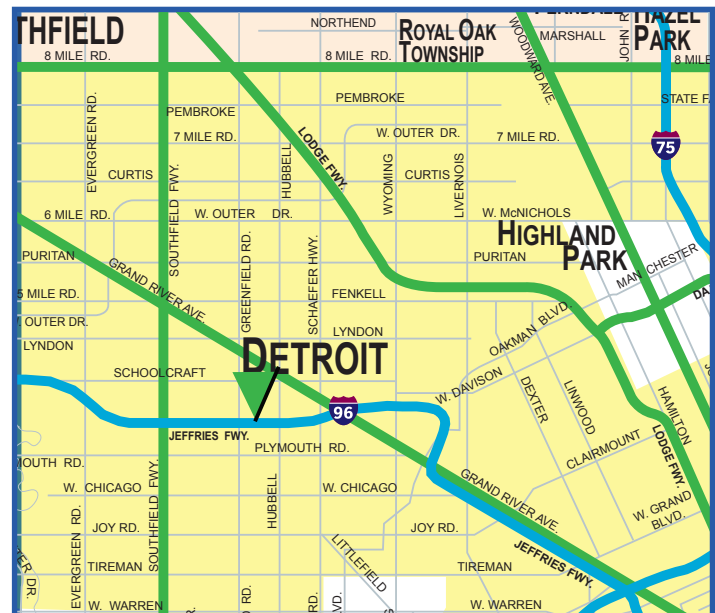
Billboard Advantages

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

AGES 5+ WEEKLY IMPRESSIONS: 563,923

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

LAT: 42.380198 | LONG: -83.195536



Location - Value - Service



INTERNATIONAL OUTDOOR

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

248.489.8989

