

Previously Outfront:
DT 0100706A



KEY ATTRIBUTES: Traffic originates in Oakland County and continues through roadways (I-96, 8 Mile, I-696, Lodge Fwy.) in Detroit, traveling toward Ford World Headquarters, Ford’s historic Rouge plant, Greenfield Village, Henry Ford College, U of M Dearborn, many hotels, office buildings, and the desirable communities of Dearborn, Dearborn Heights, and other Downriver communities including cross streets of Ford Road, Michigan Ave, leading to I-94, and more. Less than one mile from Dearborn’s Fairlane Town Center, the area’s largest indoor shopping mall with over 150 retailers including Macy’s, JC Penny, multiple dining options, AMC 21 movie theatre, and more. Fairlane Green Shopping Center (400k sq. Ft. - 3 miles away) also offers many shopping options.

Billboard Advantages

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

TOTAL WEEKLY IMPRESSIONS: 350,594

SIZE: 14' x 48' (Digital) | SIDE: West | FACE: North

LAT: 42.332389 | LONG: -83.21655



Location - Value - Service



INTERNATIONAL OUTDOOR

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