

Previously Outfront:  
DT 0097471A



**KEY ATTRIBUTES:** On I-75 traveling South of 14 Mile Road towards I-696 which takes travelers to cities in Oakland County (such as Madison Heights, Royal Oak, Clawson, Berkley, Ferndale, Hazel Park, Huntington Woods, Southfield and beyond in every direction), Macomb County (such as Sterling Heights, Warren, Centerline, Roseville and more) traveling towards I-696 which is the interchange that goes to I-94 to the east and into Wayne County (which starts at 8 mile road and goes to and thru Midtown, the Central Business District and Downtown Detroit traveling to the Downriver communities in suburban Wayne County). This location is just minutes away in route traveling toward local downtown shopping districts including Downtown Ferndale (8 min.), Downtown Royal Oak (7 min.) and Downtown Birmingham (10 min.). Many commuters are heading towards Detroit for work, entertainment, sporting events, concerts, casinos, theater districts, museums, Wayne State University, Huntington Center (formerly Cobo), and GM World HQ. The viewers on the I-75 freeway at this site are traveling from roadways such as M-59 and the many local entrances and exits from communities that have the very desirable demographics such as cities like Auburn Hills, Rochester Hills, Bloomfield Hills, Troy, Birmingham, Royal Oak, Sterling Heights, Clawson and many more.

## Billboard Advantages

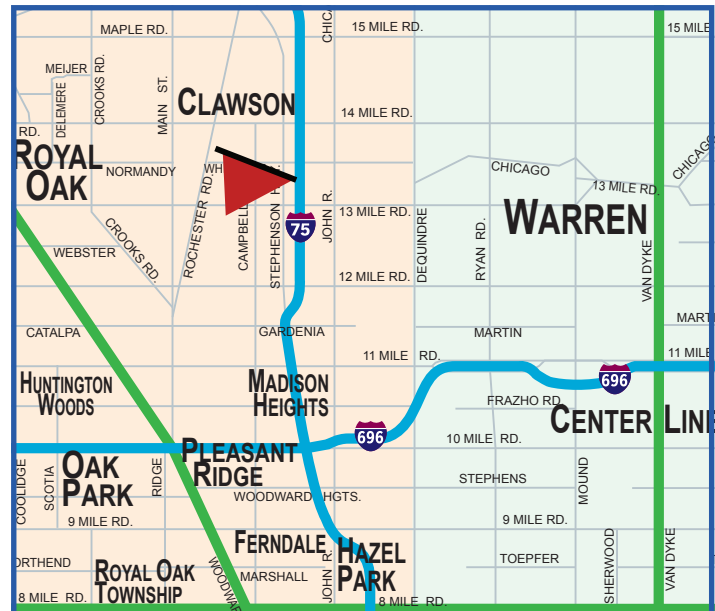
- Top of Mind Awareness
- Constant Market Presence
- Total Market Reach
- High Frequency
- Limited Waste Circulation
- Low Monthly Cost

**TOTAL WEEKLY IMPRESSIONS: 137,495**

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

**LAT: 42.523363 | LONG: -83.116421**

**8 Slots, 30 seconds each**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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

248.489.8989

