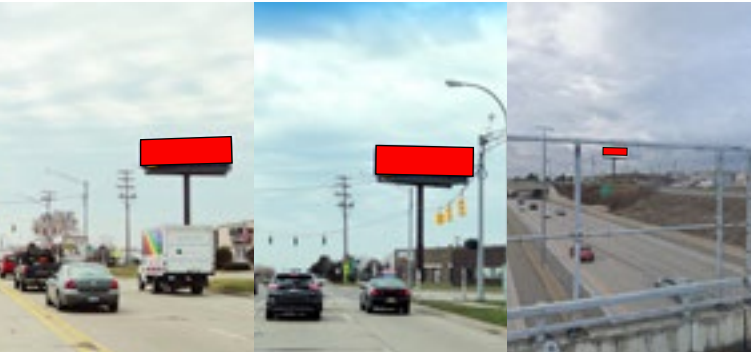


Previously Outfront:
DT 0097477A



Available Jan 1, 2023

KEY ATTRIBUTES: Dynamic, high impact, clear, unobstructed DIRECT approach digital display on I-696 freeway traveling West with a GREAT bonus view from Dequindre Rd. and the I-696 service drive. Dequindre Rd. separates Oakland County to the West and Macomb County to the East and is the last surface street and exit traveling West to the I-75 interchange (3 min.) which takes travelers to every direction on the busiest interchange in Michigan. Travelers are driving toward Madison Heights, Hazel Park, Pleasant Ridge, Huntington Woods on I-696 and connecting to I-75 to go North or South. Many premier destination locations, shopping, restaurants and entertainment districts are in very close proximity such as; Downtown Royal Oak (5 min.), Downtown Ferndale (8 min), Downtown Birmingham (12 min.), Woodward Ave. (5 min.), Southfield Rd. (8 min.), and Lodge Fwy (10 min.). Viewers are traveling towards local and premier shopping destinations, restaurant and attractions such as: Oakland Mall (6 min.), Summerset Collection (12 min.) and the Detroit Zoo (5 min.). When combined with all the bonus views on the surface street Dequindre Rd., the visibility, impressions and demographics are second to none. This unit has a very desirable LOCATION that will bring VALUE with HIGH FREQUENCY, REACH, GREAT EXPOSURE, a very low CPM with limited audience waste. This digital display has excellent visibility for commuters traveling from home and/or work in the many Macomb County cities such as; Warren, Centerline, Sterling Heights, Fraser, Clinton Township, Roseville, Eastpointe, and St. Clair shores.



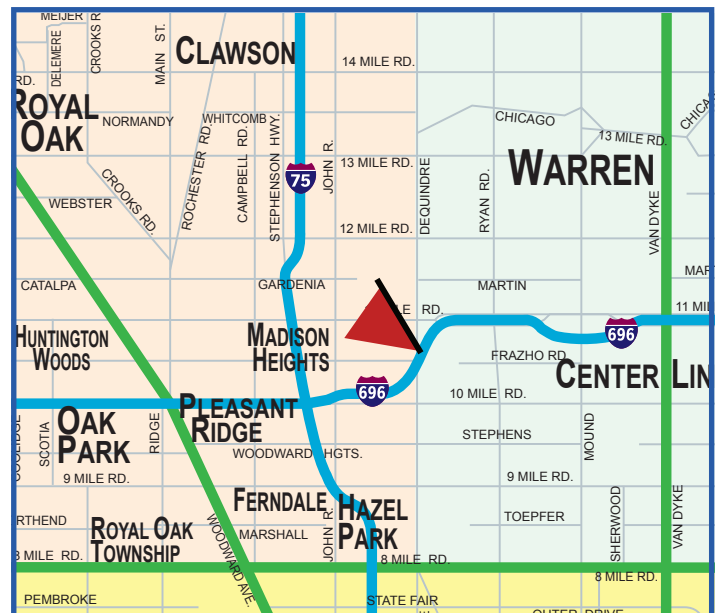
See Complete Bonus View on Bonus Sheet

TOTAL WEEKLY IMPRESSIONS: 671,288

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

LAT: 42.484561 | LONG: -83.085158

8 Slots, 30 seconds each



Location - Value - Service

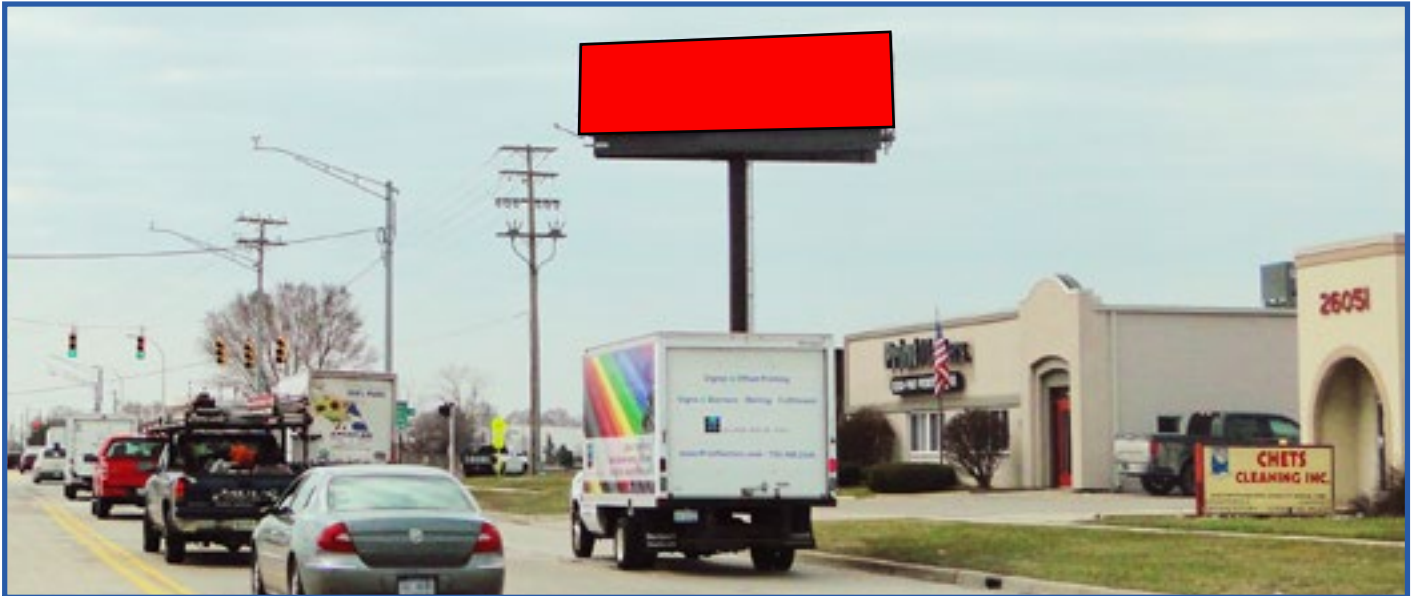


INTERNATIONAL OUTDOOR

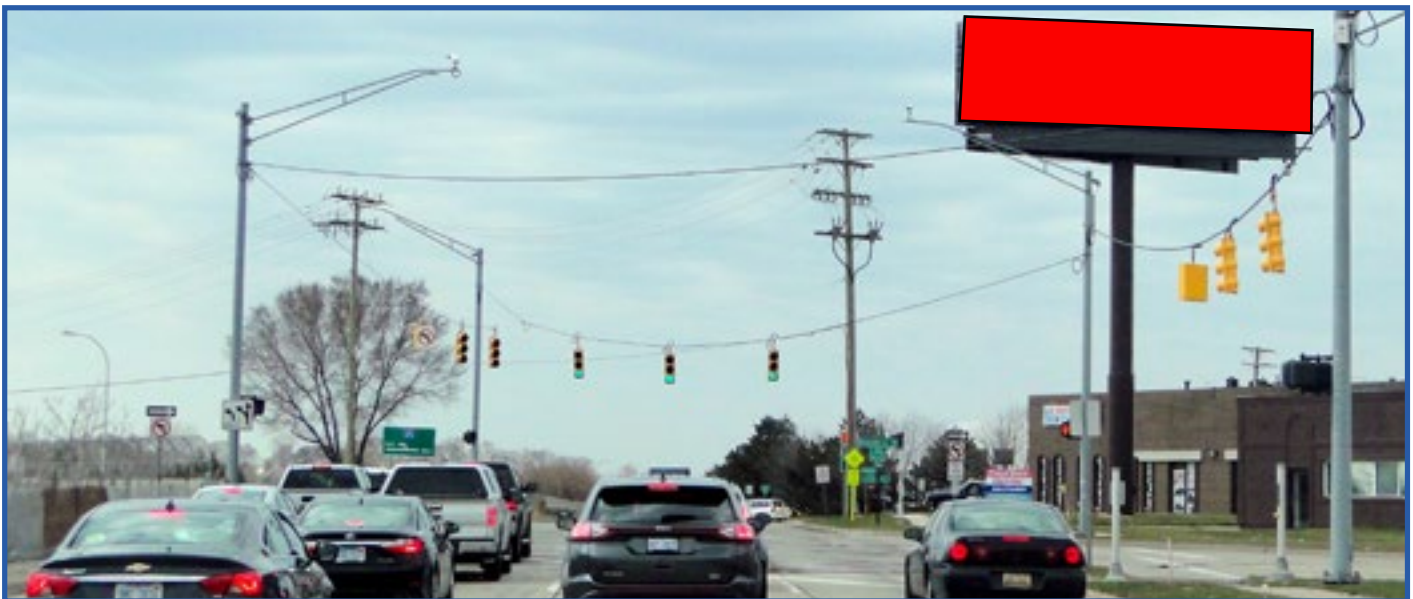
Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989





Dequindre Rd.



I-696 Service Dr.



I-696 EB overpass to I-696 WB service drive