

Previously Outfront:
DT 0097478A



Available Jan 1, 2023

KEY ATTRIBUTES: Unobstructed DIRECT approach digital display on I-696 freeway with LOW CPM, GREAT IMPRESSIONS, desirable demographics, and a GREAT complete bonus view from Dequindre Rd. and the I-696 service drive. When purchasing this freeway digital display it is like getting a great surface street digital display as an added value. Dequindre Rd. separates Oakland County to the West and Macomb County to the East and is the second surface street and entrance traveling East from the I-75 interchange (3 min.) which brings travelers from every direction on the busiest interchange in Michigan. This digital display is very central to a lot of residences and one of the more densely populated areas in the region. This digital display is just 3 min. away from the I-75 freeway interchange which is the busiest in the state. Viewers are traveling East toward Michigan's third largest city of Warren and connecting to other communities like Centerline, Sterling Heights, Fraser, Clinton Township, Roseville, Eastpointe, St. Clair Shores and more toward the very busy I-94 freeway. This digital display has excellent visibility for commuters traveling to and from home and/or work from: cities like: Madison Heights, Hazel Park, Pleasant Ridge, Huntington Woods to the West and traveling East and also connecting from North and South I-75. Many premier destinations, shopping, attractions, restaurants, hospitals, and entertainment districts are in very close proximity such as; Downtown Royal Oak (5 min.), Downtown Ferndale (8 min), Downtown Birmingham (12 min.), Oakland Mall (6 min.), Summerset Collection (12 min.), The Detroit Zoo (5 min.), Downtown Detroit, Woodward Ave. (5 min.), Southfield Rd. (8 min.), and Lodge Fwy (10 min.).



See Complete Bonus View on Bonus Sheet

TOTAL WEEKLY IMPRESSIONS: 135,346

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

LAT: 42.484561 | LONG: -83.085158

8 Slots, 30 seconds each
Weekly impressions under review by geopath



Location - Value - Service

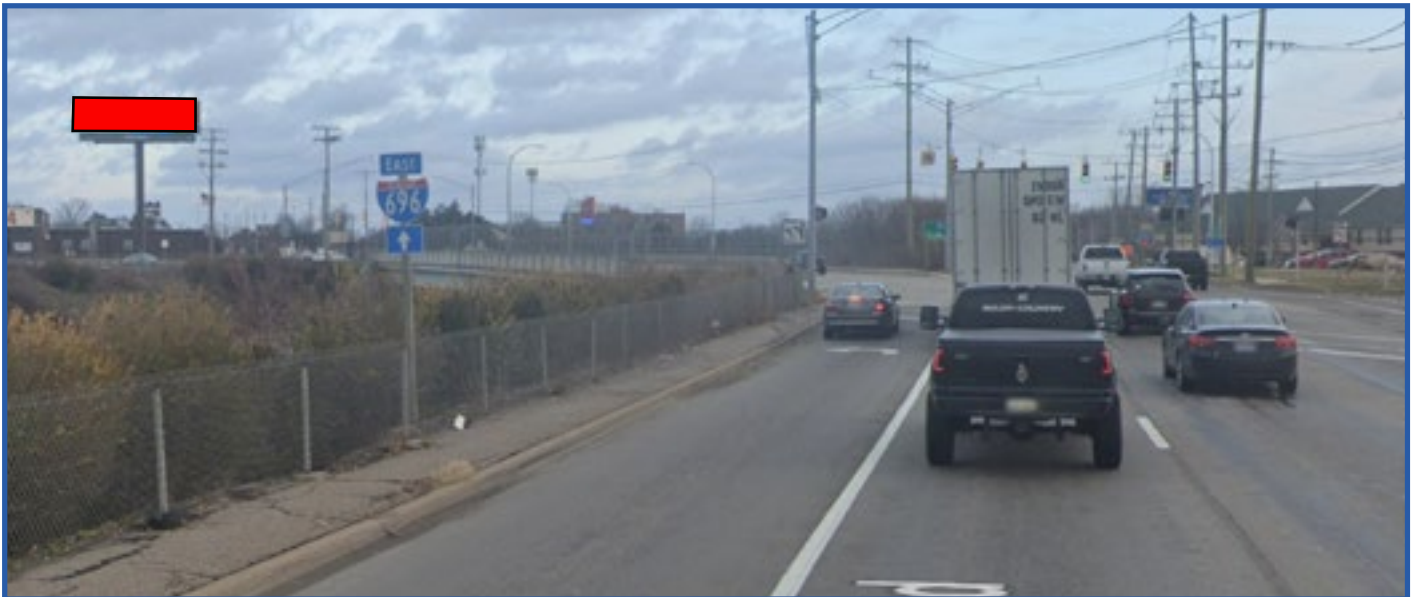


INTERNATIONAL OUTDOOR
 Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334
 248.489.8989





Dequindre Rd.



I-696 Service Dr.



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