



**KEY ATTRIBUTES:** This clear, unobstructed, direct approach billboard reaches business commuters and residents leaving the heavily populated downriver communities traveling toward industrial areas, the city of Dearborn and the City of Detroit for life, work, and play. Areas of interest include: GM HQ, Little Caesars Arena, Cobo Hall, Renaissance Center of Detroit, Ford Rouge River Plant, Great Lakes Steel, BASF Corporation, Marathon Refinery, the Hispanic District - Mexicantown, and the Ambassador Bridge. This roadway is used as a connector to most other major freeways in Metro Detroit, such as M-39, I-96, US-10, I-375, M-8, M-1, and I-696.

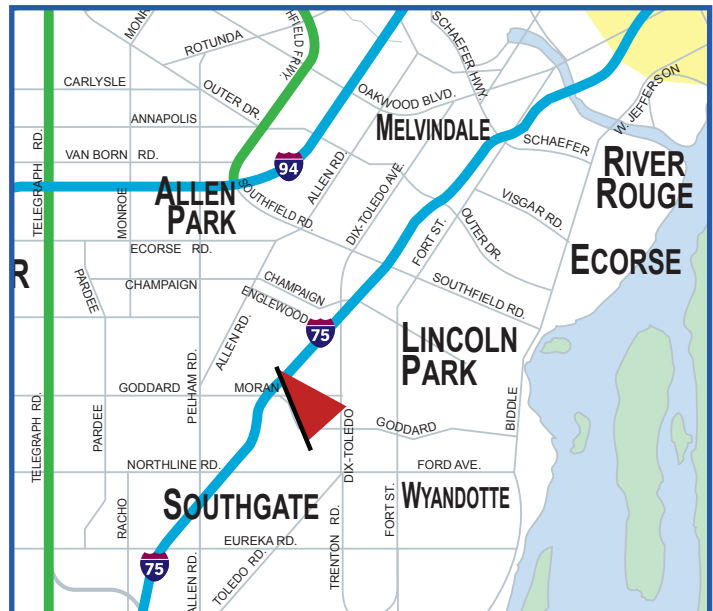
## Billboard Advantages

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

**AGES 5+ WEEKLY IMPRESSIONS: 200,459**

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

**LAT: 42.232694 | LONG: -83.206549**



*Location - Value - Service*



**INTERNATIONAL OUTDOOR**

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