



KEY ATTRIBUTES: This strategically placed Southbound I-75 billboard reaches commuters traveling from Downtown Detroit, I-96, I-94, western Wayne County suburbs, and I-75 from the north to Downriver communities. It is the last billboard consumers see before approaching the Ambassador Bridge. 68,000 passengers travel over the Ambassador Bridge every day. This board is also viewed from the new Welcome Center and Mexicantown (Armandos, Xochimilco, Mexicantown Bakery). Bonus views: Fisher Service Drive, and Vernor Hwy.

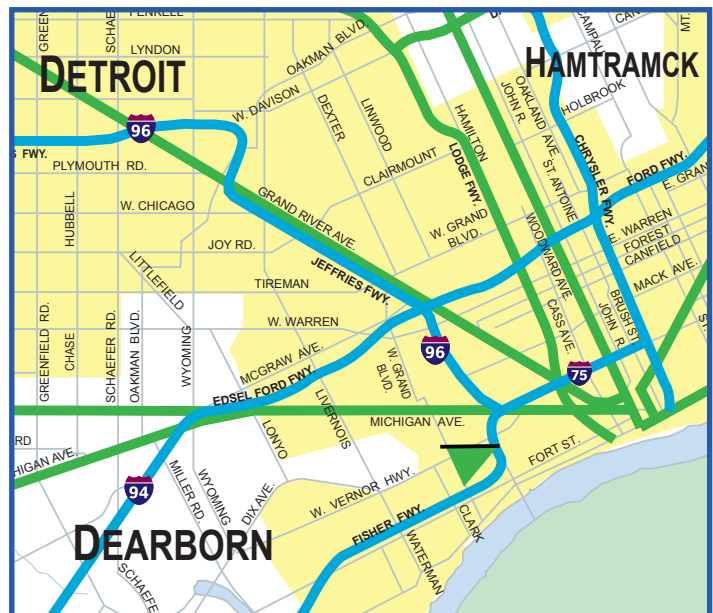


See Complete Bonus View on Bonus Sheet

TOTAL WEEKLY IMPRESSIONS: 540,257

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

LAT: 42.32333573 | LONG: -83.0841735



Location - Value - Service



View: Vernor Hwy



View: Fisher Service Drive



View: Michigan Welcome Center & Bagley Pedestrian Bridge across freeway from billboard, Both sides of billboard are



View: Pedestrian Bridge