



KEY ATTRIBUTES: This strategically placed billboard location reaches commuters traveling I-75 from the southern Wayne County suburbs to Detroit, I-96, I-94, and I-75 North. It is also clearly visible to travelers exiting The Ambassador Bridge and entering all major freeways, as well as heading towards Detroit Metro Airport. Additional viewing from Mexican Town and across the freeway from Welcome Center. 68,000 Passengers, 36,000 vehicles, and 13,000 trucks travel over the Ambassador Bridge every day.



See Complete Bonus View on Bonus Sheet

AGES 5+ WEEKLY IMPRESSIONS: 123,122

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

LAT: 42.32333573 | LONG: -83.0841735



Location - Value - Service



INTERNATIONAL OUTDOOR

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

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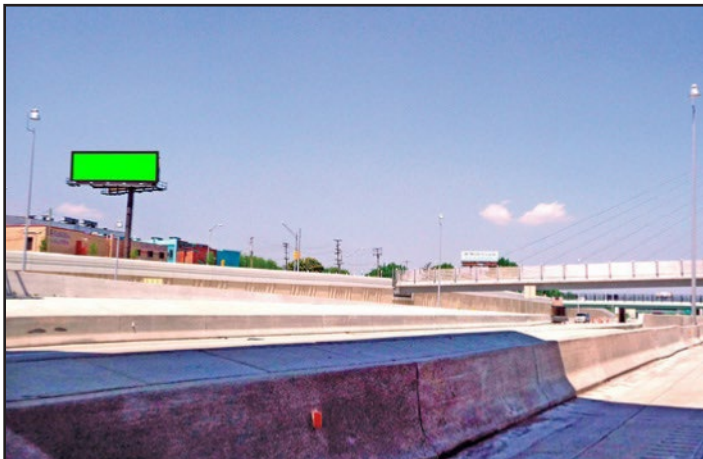




View: Entering South the Ambassador Bridge



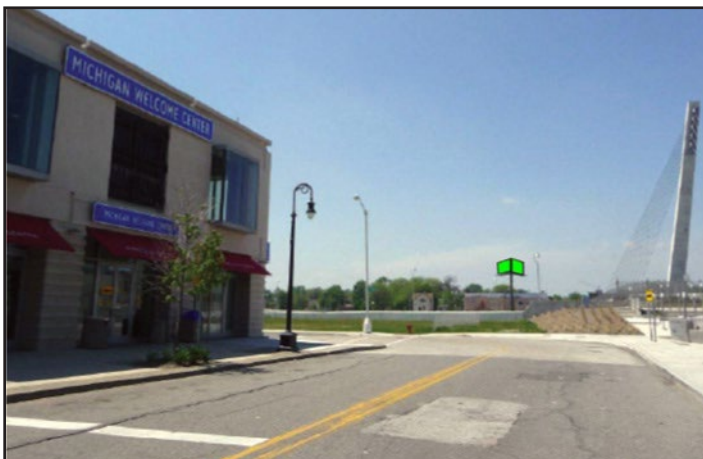
View: Entering I-75 North, I-96 & I-94 from the Ambassador Bridge



View: Northbound I-75



View: Entering from the Ambassador Bridge



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



View: Pedestrian Bridge