



KEY ATTRIBUTES: Target commuters traveling from the hard to reach affluent suburbs North, West, and South of Detroit less than one mile to Downtown Detroit, the central and financial business district, entertainment districts, and the New Center area. This interchange provides access to commuters coming from I-96 and I-75 freeways into the region through the Lodge Fwy. It is also a major commuter route to these areas of interest: Cobo Hall, where events such as the International Auto Show attracts more than 600,000+ people annually, Little Caesars Arena, and Comerica Park (for concerts and sporting events), GM World HQ, Wayne County Community College, Hdq. of Compuware and Quicken Loans, U of D Mercy Law School, Greektown, Municipal offices of Wayne County, and many hotels, restaurants, bars, etc.

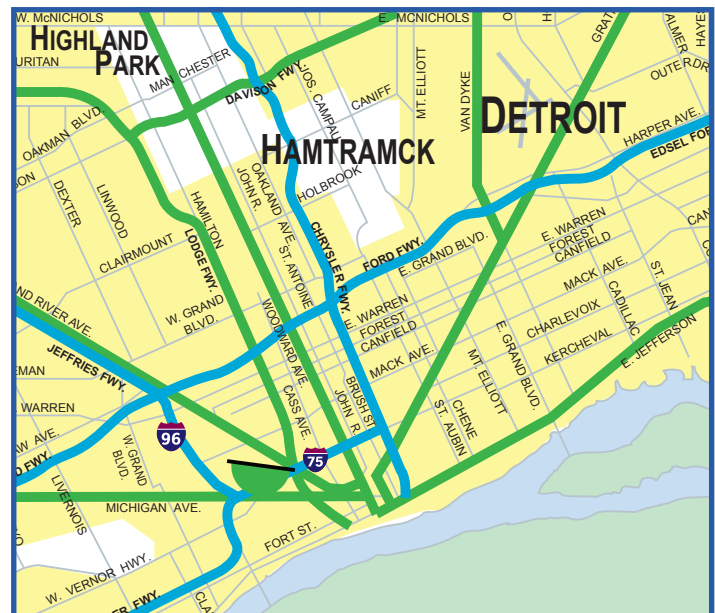


Bonus View: I-75 to Lodge Interchange

TOTAL WEEKLY IMPRESSIONS: 442,093

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

LAT: 42.333389 | LONG: -83.064274



Location - Value - Service