

Previously Outfront:  
DT 0095537A



**KEY ATTRIBUTES:** This is an extremely desirable strategically placed digital bulletin location and is the last billboard in Detroit on the Lodge Freeway (US-10). Motorists are traveling from Downtown Detroit, all entertainment venues, sporting events, casinos, theatre districts, Wayne State University, GM World HQ, and more entering the suburbs of affluent Oakland County, and the cities of Southfield, Franklin, Farmington Hills, West Bloomfield, Birmingham, and Bloomfield Hills. This unit is en route to Southfield Road (1 min.), I-696 (3 min.), and Telegraph Road (5 min.). Located just 2.5 minutes to The Prudential Town Center (2.2 million sq. ft. of offices), the 4-star Westin Hotel, many other surrounding hotels, restaurants, Oakland Community College is (1 min.), and Lawrence Technological University (2 min.) Bonus views: Exit Ramp 8 Mile Rd., Greenfiend Rd., Lodge Fwy., and the Service drive heading South.

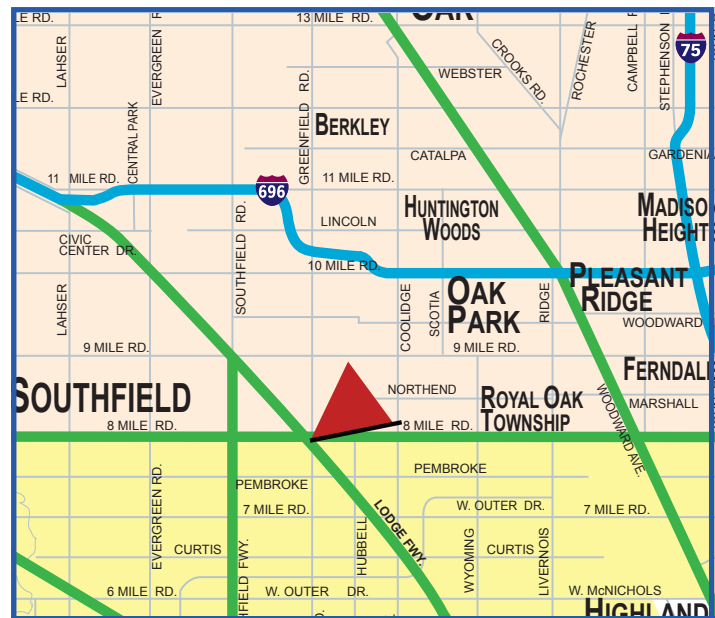


**See Complete Bonus View on Bonus sheet**

**TOTAL WEEKLY IMPRESSIONS: 601,801**

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

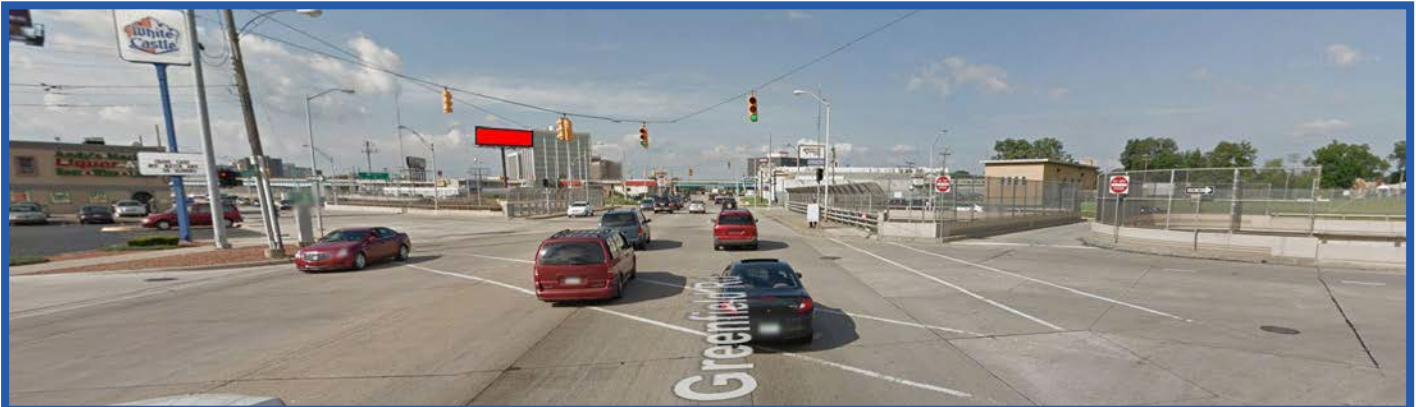
**LAT: 42.443627 | LONG: -83.201196**



*Location - Value - Service*



View: Exit Ramp 8 Mile Rd. & Greenfield Ave.



View: Greenfield Rd. Traveling North



View: Lodge Fwy. Service Drive