

Previously Outfront:
DT 0095520A



KEY ATTRIBUTES: This billboard has two strategic roadway views (Lodge Fwy. SB and 8 Mile Rd. EB). This is the first billboard in Detroit on the Lodge Freeway (US-10) coming from the suburbs of affluent Oakland County, and the cities of Southfield, Franklin, Farmington Hills, West Bloomfield, Birmingham, and Bloomfield Hills. Motorist travel past this billboard from Southfield Road (1 min.), I-696 (3 min.), and Telegraph Road (5 min.). Located just 2.5 minutes from The Prudential Town Center (2.2 million sq. ft. of office buildings), the 4-star Westin Hotel, many other surrounding hotels, restaurants, Oakland Community College is (1 min.) away, and Lawrence Technological University (2 min. away). Motorist are traveling to, all entertainment venues, sporting events, casinos, theatre districts, Wayne State University, Huntington Center, and GM World HQ. Bonus View: Exit Ramp 8 Mile, Greenfield Rd., Lodge Fwy, and the Service drive heading South.

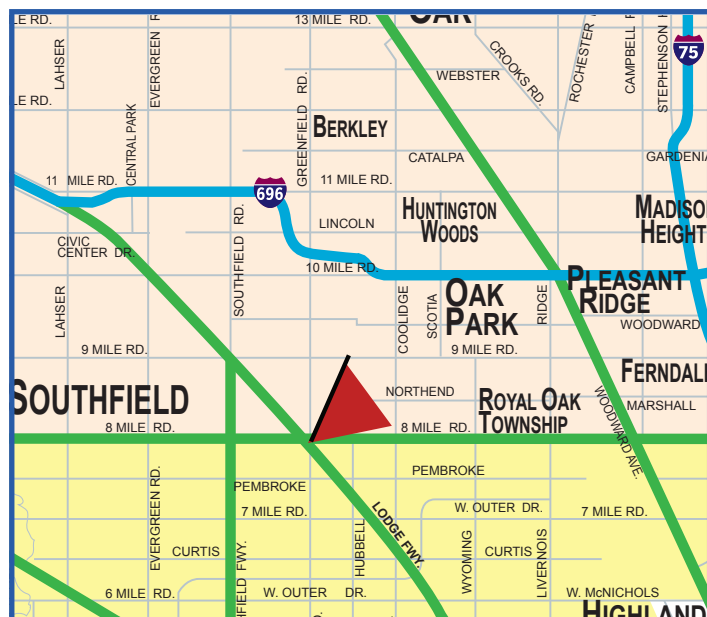


See Complete Bonus View on Bonus sheet

TOTAL WEEKLY IMPRESSIONS: 461,756

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

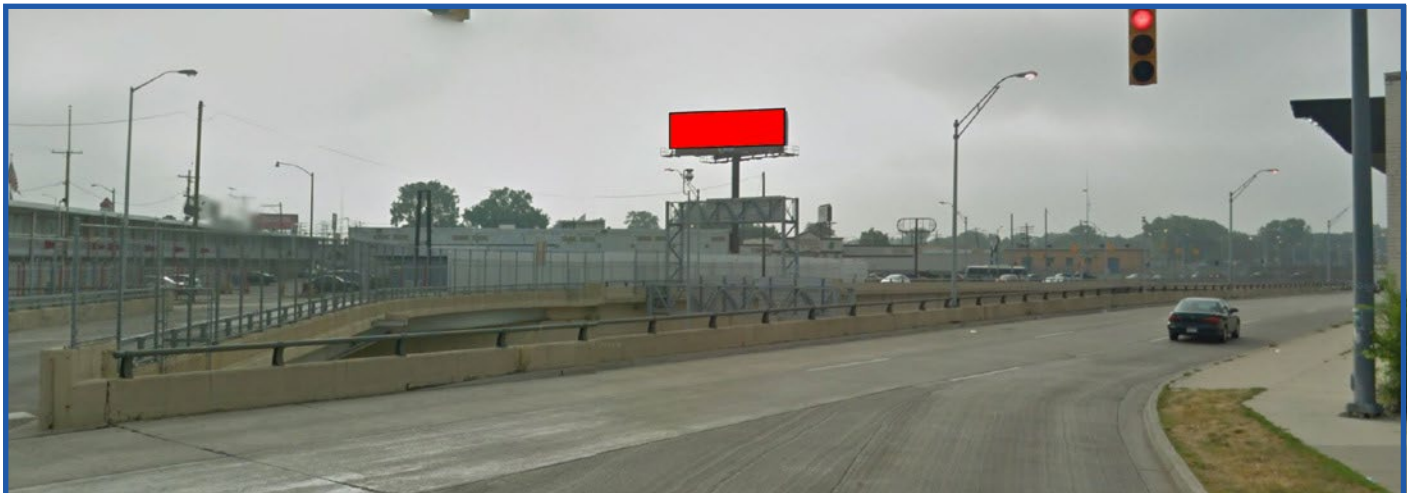
LAT: 42.443627 | LONG: -83.201196



Location - Value - Service



View: 8 Mile Rd. bonus



View: Lodge Fwy Service Dr. South



View: 8 Mile Service Rd.