



KEY ATTRIBUTES: This direct approach digital bulletin is on the heavily traveled Lodge Fwy, heading south, less than 5 minutes towards Downtown Detroit. Excellent visibility for commuters traveling from the many Oakland County cities such as Southfield, Franklin, Farmington Hills, West Bloomfield, Birmingham, Bloomfield Hills, and from cities further North and West. Many commuters are heading to Detroit for work, entertainment, sporting events, concerts, casinos, theater districts, museums, Wayne State University, Huntington Center (formerly Cobo), and GM World HQ. Detroit is home to many top employers of Michigan including: GM (32,350), Henry Ford Health Systems (23,720), Quicken Loans (17,000), Illich Companies (16,500), USPS (11,800), and DMC (10,550).

Billboard Advantages

- Top of Mind Awareness
- Constant Market Presence
- Total Market Reach
- High Frequency
- Limited Waste Circulation
- Low Monthly Cost

TOTAL WEEKLY IMPRESSIONS: 292,250

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

LAT: 42.395220 | LONG: -83.106797



Location - Value - Service



INTERNATIONAL OUTDOOR

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