



**KEY ATTRIBUTES:** This eight lane Davison Freeway connector was the first urban freeway constructed in the United States. Connecting Detroit from East to West thru the center of the City of Highland Park. Providing access to viewers coming from the western Wayne County suburbs on the I-96 fwy, Traveling four miles of residential districts in Detroit, the Lodge (M-10) Freeway exits, Hamilton Ave, Woodward Ave. exit (1/2 mile to the East of billboard), toward I-75 freeway (1.5 miles away) and ends at Conant Street—less than a half-mile from the city of Hamtramck. This billboard is less than one mile from the only shopping district in Highland Park; less than one mile north of the Historic Boston Edison District. The New Center area of Detroit is only 5.7 miles to the DIA, DMC Medical Center, Wayne State University and other facilities just minutes away from Downtown Detroit. The RHR has Hamilton Ave. traveling south and service drive bonus view.

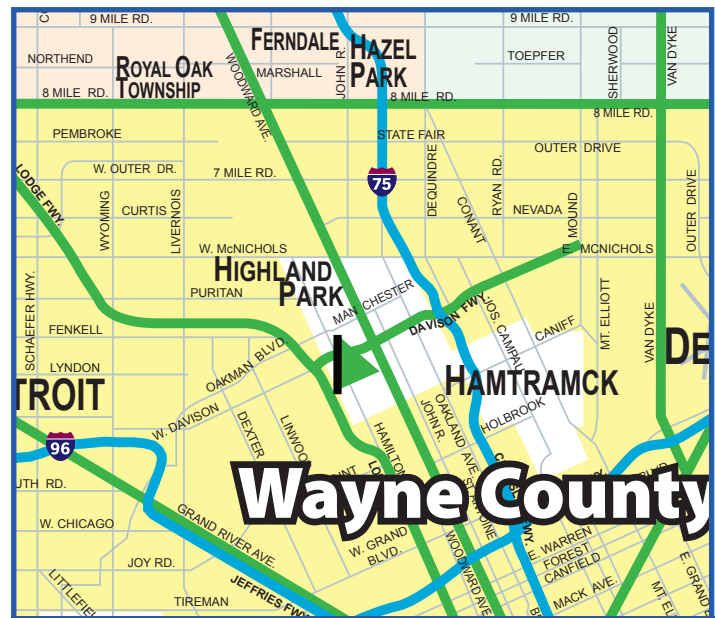
## Billboard Advantages

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

**AGES 5+ WEEKLY IMPRESSIONS: 395,891**

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

**LAT: 42.399701 | LONG: -83.103881**



Location - Value - Service



**INTERNATIONAL OUTDOOR**

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

248.489.8989

