



**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 traveling from areas around Downtown Detroit, New Center, The DIA (5 miles away), Wayne State University, The DMC, Harper and Children's Hospital and facilities, City of Hamtramck (1.5 miles away), Historic Boston Edison District (1 mile away), I-75 freeway (1.5 miles away), Woodward Ave (1/2 mile away), traveling toward the Lodge (M-10) Freeway exits, four miles of residential districts in Detroit, to I-96 freeway, and to the western Wayne County suburbs. The billboard is less than one mile from the only shopping district in Highland Park. This cross-read has a very busy service drive bonus view.

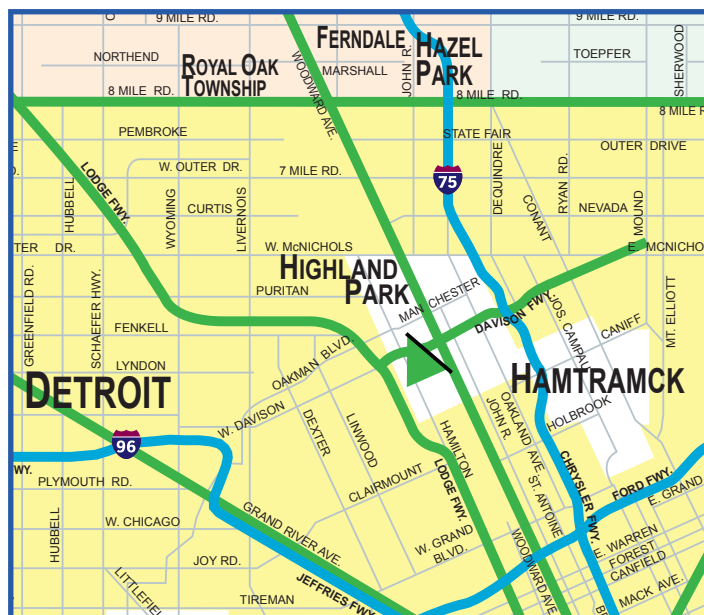
## Billboard Advantages

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

**TOTAL WEEKLY IMPRESSIONS: 306,347**

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

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



*Location - Value - Service*