



**Advertising Strengths:** This south facing board targets north-bound traffic on I-196 heading for Saugatuck and Holland.

**LOCATION:** S/S 1-196 .25 MI S/O EXIT 34 BLUE STAR HIGHWAY

| FACING | SIZE    | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE / LONGITUDE | TYPE  |
|--------|---------|--------------------|-------------|----------------------|-------|
| South  | 10 x 32 | 53,516             | No          | 42.6205 / -86.2146   | Vinyl |



TAB ID#  
30655512

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