



Advertising Strengths: This north facing board on US-131 targets traffic heading south from the downtown Grand Rapids area toward the high traffic volume 28th Street exit as well as southbound commuters.

LOCATION: W/S US-131 .3 MI S/O HALL STREET

| FACING | SIZE | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE / LONGITUDE | TYPE |
|--------|---------|--------------------|-------------|----------------------|----------|
| North | 12 x 25 | 354,839 | Yes | 42.93512 / -85.681 | Trivisio |

