



**Location Information**

**Inventory Information:** Bulletins - Grand Rapids et al, MI  
**Primary Artery:** I - 196  
**Cross Artery:** Market Ave  
**Distance Direction:** .5 miles E  
**Vendor Inventory #:** 325W  
**Geopath Panel ID:** 30655494  
**Weekly Total A18+ Impressions:** 204,697  
**Type:** Bulletins  
**Cross Street Description:** I - 196  
**Line Direction:** South  
**Face Direction:** West  
**Illuminated:** Yes  
**Size:** 48'w x 14'h