



Advertising Strengths: This board targets traffic heading east toward downtown Detroit. This billboard enjoys an extremely long view time. It can also be viewed by traffic heading east on Michigan Avenue.

LOCATION: N/S I-94 @ FORD ROAD (EXIT 210)

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE / LONGITUDE	TYPE
West	14 X 48	597,509	Yes	42.3290 / -83.1588	Vinyl

