



Advertising Strengths: This north facing billboard is located south of the 100th St. exit. It targets US-131 traffic heading south toward Gun Lake Casino, Kalamazoo, and all areas south of Grand Rapids.



LOCATION: E/S US-131 1.4 MI S/O 100TH ST

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
North	14 x 48	175,329*	Yes	42.754185 / -85.672899	Vinyl