



Advertising Strengths: This west facing billboard is located just west of the Alden Nash exit. It targets traffic heading east on I-96 toward Lowell and Lansing.



LOCATION: N/S I-96 .5 MI W/O ALDEN NASH

| FACING | SIZE | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE/LONGITUDE | TYPE |
|--------|------------|--------------------|-------------|------------------------|-------|
| West | 10'6" x 36 | Contact GRO | Yes | 42.879146 / -85.379967 | Vinyl |