



Advertising Strengths: This east facing billboard is located just before the I-96/ I-196 split. It targets traffic continuing on I-96 heading toward Alpine and Walker and traffic continuing on I-196 heading toward downtown Grand Rapids.



LOCATION: S/S I-96 .1 MI W/O EAST BELTLINE

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
East	14 x 48	Contact GRO	Yes	42.973238 / -85.595818	Vinyl