



Advertising Strengths: This west facing billboard is located on I-96 at the Fruit Ridge Ave. exit. It targets traffic heading east toward US-131 and Grand Rapids as well as continuing on I-96 toward East Beltline and 28th St.



LOCATION: S/S I-96 .25 MI W/O FRUIT RIDGE AVE

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
West	14 x 48	Contact GRO	Yes	43.018096 / -85.770795	Vinyl