



Advertising Strengths: This east facing billboard is located east of the Market Ave exit. It targets I-196 traffic heading west from downtown Grand Rapids toward 28th Street, RiverTown Mall, and Hudsonville.



LOCATION: E/S I-196 .5 MI E/O MARKET AVE

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
East	14 x 48	Contact GRO	Yes	42.950398 / -85.707715	Vinyl