



Advertising Strengths: This billboard is one of just a handful located on this stretch of I-196. It is located just west of the M-6 interchange and targets traffic heading toward Hudsonville.



LOCATION: S/S I-196 .5 MI W/O M-6

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
East	10 x 30	54,709*	Yes	42.853137 / -85.846229	Digital