



Advertising Strengths: This billboard is one of just a handful located on this stretch of I-196. It targets traffic heading east toward M-6 or continuing on I-196 to Grand Rapids.



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

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
West	10 x 30	Contact GRO	Yes	42.853137 / -85.846229	Digital