



Advertising Strengths: This east facing billboard is located just west of 56th St. It targets Gezon Parkway traffic heading west from US-131 toward M-6 & Byron Center Ave.



LOCATION: S/S GEZON PKWY @ 56TH ST

| FACING | SIZE    | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE/LONGITUDE     | TYPE      |
|--------|---------|--------------------|-------------|------------------------|-----------|
| East   | 12 x 25 | Contact GRO        | Yes         | 42.862712 / -85.690455 | Trivision |