



Advertising Strengths: This east facing billboard is located on Gezon Parkway just before the Byron Center Avenue intersection. It targets traffic heading toward the medical facilities near that vicinity and those heading further west to Rivertown Mall.



LOCATION: N/S GEZON PKWY E/O BYRON CTR RD

| FACING | SIZE | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE/LONGITUDE | TYPE |
|--------|---------|--------------------|-------------|----------------------|-------|
| East | 12 x 25 | Contact GRO | Yes | 42.86308 /-85.721531 | Vinyl |