



Advertising Strengths: This south facing billboard is located just south of the Plainwell exit. It targets traffic heading north on US-131 from Kalamazoo and I-94 toward Allegan, M-6, and downtown Grand Rapids.



LOCATION: W/S US-131 .1 MI S/O PLAINWELL EXIT

| FACING | SIZE | WEEKLY IMPRESSIONS | ILLUMINATED | LATITUDE/LONGITUDE | TYPE |
|--------|---------|--------------------|-------------|-----------------------|-------|
| South | 14 x 48 | Contact GRO | Yes | 42.446791 / -85.65823 | Vinyl |