



Advertising Strengths: This south facing billboard is located north of the Blue Star Hwy. exit. It targets I-196 traffic heading north toward Saugatuck and Holland.



LOCATION: E/S I-196 .3 MI N/O 118TH ST

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
South	10 x 32	52,841*	No	42.55376 /-86.21891	Vinyl