



Advertising Strengths: This south facing billboard is located just north of the 124th Ave. exit. It targets I-196 traffic heading north toward Saugatuck and Holland.



LOCATION: E/S I-196 .6 MI S/O BLUE STAR HWY

FACING	SIZE	WEEKLY IMPRESSIONS	ILLUMINATED	LATITUDE/LONGITUDE	TYPE
South	10 x 32	Contact GRO	No	42.615853 / -86.217933	Vinyl