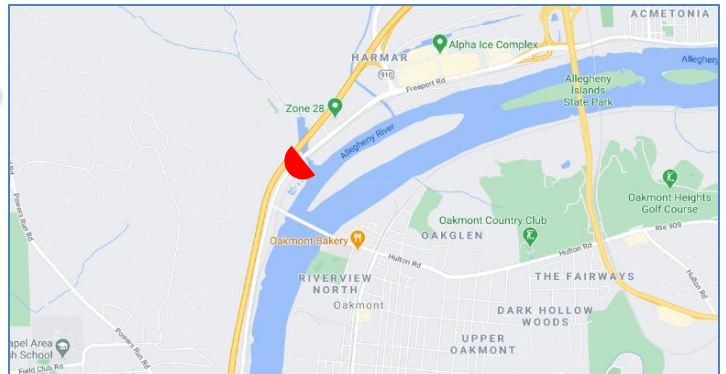




Route 28 E/L ½ mile south of Route 910

This high profile digital board captures southbound traffic on Route 28 from the Allegheny Valley heading directly into the Pittsburgh downtown area. This unit reaches heavy commuter traffic from Harmar, Tarentum, and Natrona Heights. Route 28 is the only thoroughfare for traffic leaving the Pittsburgh Mills Shopping Center to downtown Pittsburgh.

- 1300 spots per day
- Digital display is live 24 hours/day
- No production charges



BOARD:	PA603N
SIZE:	11'X36'
ORIENTATION:	Facing North
WEEKLY IMP 18+:	78,007
GEOPATH PANEL ID:	31022009
SLOTS/DWELL:	8 slots/8 seconds
LAT/LONG:	40.532617, -79.847660