



## Quick Info:

**Market:** Clifton Park NY - Saratoga County

**Display:** 1872-S

**Location:** I-87 Northway N/O Exit 10 (non-illuminated)

**TAB Unique ID:** 30454495

**Weekly Impressions:** 219,585

**Size:** 16' x 88'

**Facing:** South

**Illuminated:** No

**Lat & Long:** 42.91963/ -73.79542

## Location Description:

This expressway bulletin is positioned on the I-87 Northway for traffic heading towards Saratoga. The location has the honor of being the highest traffic count billboard in the entire market. In addition to targeting upscale Saratoga, this board is located just prior to the new Malta Chip plant. With limited billboards allowed on the I-87 Northway, this billboard is the only short-term rental available.

\*Tab Out of Home Rating represents the number of times an out of home panel will be seen by Adults 18+ in an average week of the year.

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