



Location Description:

Perhaps the best digital in New York State, this expressway digital has a whopping 2 ½ mile read-time on I-90. This LED display is located on the highest traffic count expressway in Albany. Positioned just west of the merge of three traffic flows, this display catches traffic flooding out of downtown Albany, as well as Rensselaer County's major interstate. 2000-E is angled to be a "in your face" right hand read that you cannot ignore. It is up-close to the highway and also targets traffic heading towards I-87 where there are no digital billboards.

Quick Info:

- Market:** Albany, NY
- Display:** 2000-E
- Location:** I-90, 500' West of I-787
- TAB Unique ID:** 30454493
- Weekly Impressions:** 115,514
- Size:** 14' x 48'
- Facing:** East
- Illuminated:** Yes
- Lat & Long:** 42.67049/-73.73887

*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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