



Location Description:

This digital expressway billboard is located on I-90 just prior to the I-787 split. The location enjoys a long read time and targets traffic heading downtown, or over to Rensselaer County, and beyond to the Mass Turnpike. Because this billboard is the first billboard on a two-mile stretch of I-90, it is clutter free from other advertising. Because of its positioning, it is perhaps the premier digital billboard in the market.

Quick Info:

Market: Albany, NY – Albany County

Display: 2000-W

Location: I-90, 500' West of I-787

TAB Unique ID: 30454494

Weekly Impressions: 107,783

Size: 14' x 48'

Facing: West

Illuminated: Yes

Lat & Long: 42.67051/-73.73892

*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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