



## Location Description:

This spectacular bulletin with a long read time is located on I-490 in the City of Rochester which has limited expressway inventory. The location enjoys heavy commuter traffic for downtown business and retail. The bulletin is also 1/2 mile from Frontier Field as well as other entertainment attractions.

## Quick Info:

**Market:** Rochester NY – Monroe County

**Display:** 4140-W

**Location:** I-490, 2/10 mile w/o exit 10

**TAB Unique ID:** N/A

**Weekly Impressions:** 84,268

**Size:** 14'x48'

**Facing:** West

**Illuminated:** Yes

**Lat & Long:** 43.09.24.61 / 77.38.59.104

\*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.

\*The TAB Out of Home Rating data is proprietary intellectual property owned by the Traffic Audit Bureau for Media Measurement, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. © Copyright, 2015, All Rights Reserved.