



### Location Description:

This expressway bulletin targets traffic heading towards Lake George and is the last billboard entering the Adirondack Park on I-87 NYS Northway.

### Quick Info:

**Market:** Lake George NY – Warren County

**Display:** 5413-S

**Location:** I-87 Northway S/O Exit 18

**TAB Unique ID:** 30543818

**Weekly Impressions:** 216,584

**Size:** 23'x100'

**Facing:** South

**Illuminated:** Yes

**Lat & Long:** 43.27060/ -73.67103

\*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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