



### Location Description:

This unit is the only expressway digital in central or western Mass on the PIKE! This east facing westbound read is located 1.5 miles from 91. It is located right after exit 5 so people getting off and on the exit can see this board. This is a great board reaching daily commuters going back and forth to Springfield and Worcester. This board is one of the tallest in the area.

### Quick Info:

**Market:** Springfield Mass – Hampden County

**Display:** 9536-E

**Location:** I-90 @ Exit 5 of Mass Pike

**TAB Unique ID:** N/A

**Weekly Impressions:** 62,134

**Size:** 14'x48'

**Facing:** East

**Illuminated:** Yes

**Lat & Long:** 42.1711773 / 72.586311

\*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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