



## Location Description:

This expressway bulletin targets traffic heading towards the City of Syracuse downtown. It can be read from I-690 as well as the Thompson Street Ramp. With a high DEC it targets commuters, the business district, as well as heavy retail.

## Quick Info:

**Market:** Syracuse NY – Onondaga County

**Display:** 9896-E

**Location:** I-690, 500' west of Thompson Rd.

**TAB Unique ID:** 30608165

**Weekly Impressions:** 222,485

**Size:** 11'x40'

**Facing:** East

**Illuminated:** Yes

**Lat & Long:** 43.05810/ -76.08915

\*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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