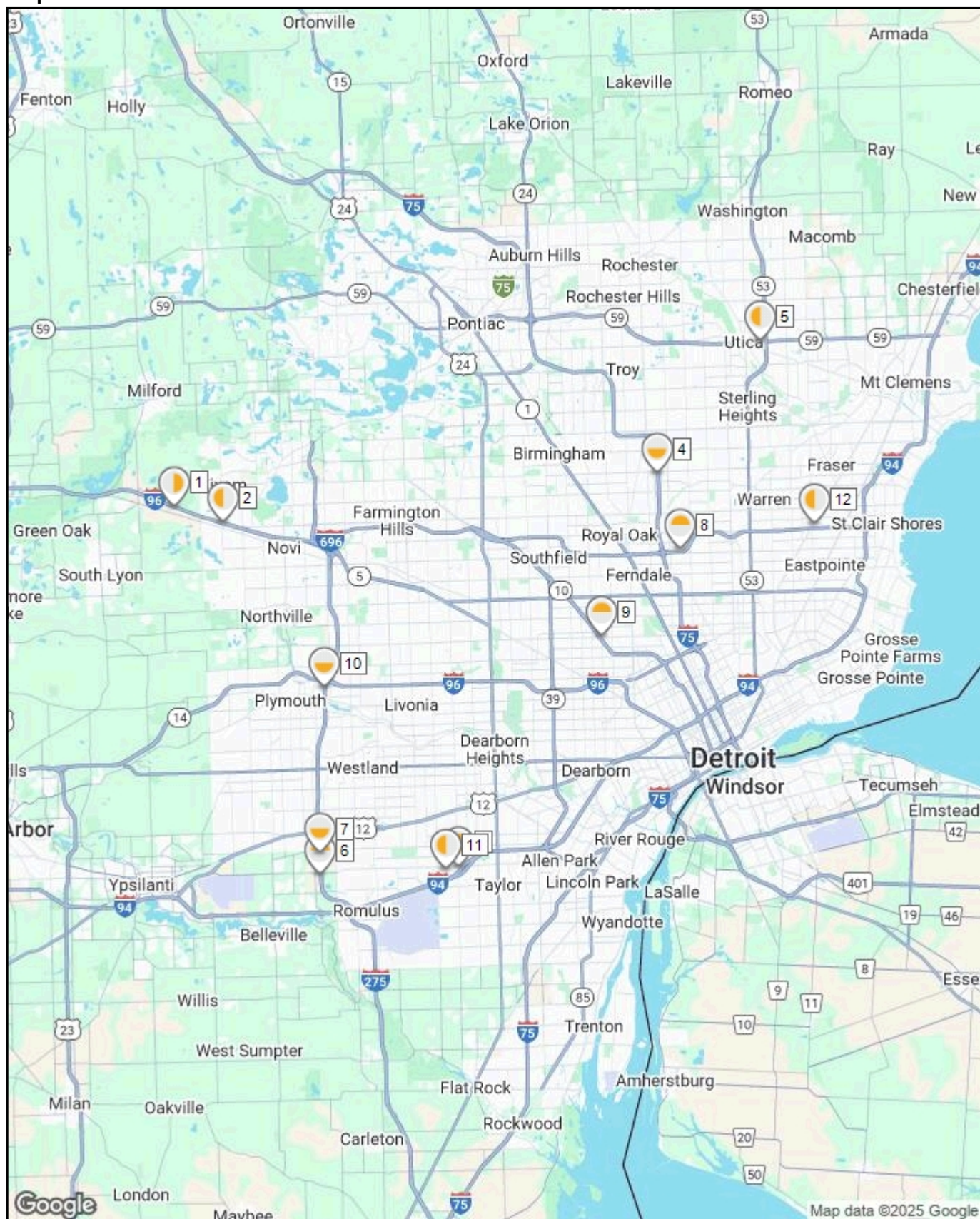




Chelsea Bruck - Crime Stoppers

Map #1





Chelsea Bruck - Crime Stoppers

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	70028	182599	Permanent Bulletin / Digital	West	14' 0" x 48' 0"	Pending Audit	YES
Location: S/S I-96 2.1 MI E/O MILFORD RD F/W Current Advertiser: HINES PARK LINCOLN MERCURY								
	2	70090	30448446	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	Pending Audit	YES
Location: S/S I-96 3278' E/O WIXOM RD F/E Current Advertiser: FIFTH THIRD BANK								
	3	70471	30472042	Permanent Bulletin / Digital	West	14' 0" x 48' 0"	Pending Audit	YES
Location: S/S I-94 @ INKSTER ROAD F/W Current Advertiser: FOX BROADCASTING COMPANY (RMJ)								
	4	71692	30653173	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	Pending Audit	YES
Location: W/S I-75 400' S/O 14 MILE RD, F/N Current Advertiser: FLAGSTAR								
	5	75723	30595411	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	Pending Audit	YES
Location: N/S M-59 0.2 MI W/O M-53 F/E Current Advertiser: HENRY FORD MACOMB HOSPITAL								
	6	76956	182355	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	Pending Audit	YES
Location: W/S I-275 0.5 MI S/O ECORSE RD F/S Current Advertiser: JACK DEMMER FORD INC								
	7	77035	30548715	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	Pending Audit	YES
Location: W/S I-275 0.5 MI NO ECORSE RD F/N Current Advertiser: FOX BROADCASTING COMPANY (RMJ)								
	8	77214	182387	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	Pending Audit	YES
Location: W/S I-75 S/O 13 MILE RD F/S Current Advertiser: FLAGSTAR								
	9	79550	30636125	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	Pending Audit	YES
Location: W/S M-10 200' S/O MEYERS F/S Current Advertiser: FLAGSTAR								



Chelsea Bruck - Crime Stoppers

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	10	78011	30673410	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	Pending Audit	YES
Location: E/S I-275 1100' N/O PLYMOUTH RD F/N Current Advertiser: T-MOBILE								
	11	73078	30720067	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	Pending Audit	YES
Location: N/S I-94, 1 MI E/O Main Airport Entrance F/E Current Advertiser: BOWLING GREEN STATE UNIVERSITY								
	12	79502	30720068	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	Pending Audit	YES
Location: N/S I-696 E/O M-97 (Groesbeck Hwy) F/E Current Advertiser: BUSCH MEDIA GROUP INC								
Total Weekly Impressions: Pending Audit								



Chelsea Bruck - Crime Stoppers

Adults By Age

Adults By Household Income

No image is
currently available
for this panel

No image is
currently available
for this panel

Adults By Ethnicity

Adults By Race

No image is
currently available
for this panel

No image is
currently available
for this panel

Adults By Gender

No image is
currently available
for this panel

These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.



Location # 1



Advertising Strengths: Billboard advertising on I-96 in Novi and Wixom targets a high-traffic corridor frequented by commuters, shoppers, and professionals traveling between Metro Detroit and western Michigan. With nearby attractions like Twelve Oaks Mall and growing business parks, it's an ideal location to boost brand visibility in affluent, fast-growing communities.

Market:	DETROIT
Panel:	70028 Video drive-by
TAB Unique ID:	182599
Location:	S/S I-96 2.1 MI E/O MILFORD RD F/W
Lat/Long:	42.5086/-83.5809
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	West/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 2



Advertising Strengths: Billboard advertising on I-96 in Novi and Wixom targets a high-traffic corridor frequented by commuters, shoppers, and professionals traveling between Metro Detroit and western Michigan. With nearby attractions like Twelve Oaks Mall and growing business parks, it's an ideal location to boost brand visibility in affluent, fast-growing communities.

Market: **DETROIT**
Panel: **70090** [Video drive-by](#)

TAB Unique ID: 30448446
Location: S/S I-96 3278' E/O WIXOM RD F/E
Lat/Long: 42.4950/-83.5242
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** Pending Audit *per spot*
Panel Size: 14' 0" x 48' 0" [Spec Sheet](#)
Facing/Read: East/Left
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs





Location # 3



Advertising Strengths: Advertising on a billboard along I-94 puts your message in front of a steady stream of travelers, commuters, and students from the University of Michigan. This key corridor offers high visibility and access to a diverse, mobile audience in one of Michigan’s most active travel routes.

Market:	DETROIT
Panel:	70471
TAB Unique ID:	30472042
Location:	S/S I-94 @ INKSTER ROAD F/W
Lat/Long:	42.2468/-83.3079
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	West/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 4



Advertising Strengths: Billboard advertising in Troy, MI puts your message in front of a high-income, commuter-heavy audience along major highways like I-75 and Big Beaver Road. It's an effective way to build brand recognition in one of Michigan's top business and retail hubs.

Market:	DETROIT
Panel:	71692 Video drive-by
TAB Unique ID:	30653173
Location:	W/S I-75 400' S/O 14 MILE RD, F/N
Lat/Long:	42.5307/-83.1166
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	North/Right
# of slots:	8
Dwell Time:	30

*Impression values based on: 18+ yrs





Location # 5



Advertising Strengths: Hall Road, also known as M-59, is a major east-west thoroughfare in Macomb County, Michigan. It serves as a vital corridor connecting various communities and is lined with numerous commercial establishments, including shopping centers, restaurants, and entertainment venues.

Market:	DETROIT
Panel:	75723
TAB Unique ID:	30595411
Location:	N/S M-59 0.2 MI W/O M-53 F/E
Lat/Long:	42.6264/-83.0171
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	East/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 6



Advertising Strengths: This artery offers prime visibility along a heavily trafficked stretch connecting Detroit Metro Airport, major shopping centers, and business hubs. This corridor delivers consistent exposure to both local commuters and long-distance travelers, maximizing reach and brand impact.

Market:	DETROIT
Panel:	76956 Video drive-by
TAB Unique ID:	182355
Location:	W/S I-275 0.5 MI S/O ECORSE RD F/S
Lat/Long:	42.2408/-83.4404
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	South/Center
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Location # 7



Advertising Strengths: This artery offers prime visibility along a heavily trafficked stretch connecting Detroit Metro Airport, major shopping centers, and business hubs. This corridor delivers consistent exposure to both local commuters and long-distance travelers, maximizing reach and brand impact.

Market:	DETROIT
Panel:	77035
TAB Unique ID:	30548715
Location:	W/S I-275 0.5 MI NO ECORSE RD F/N
Lat/Long:	42.2558/-83.4410
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	North/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs

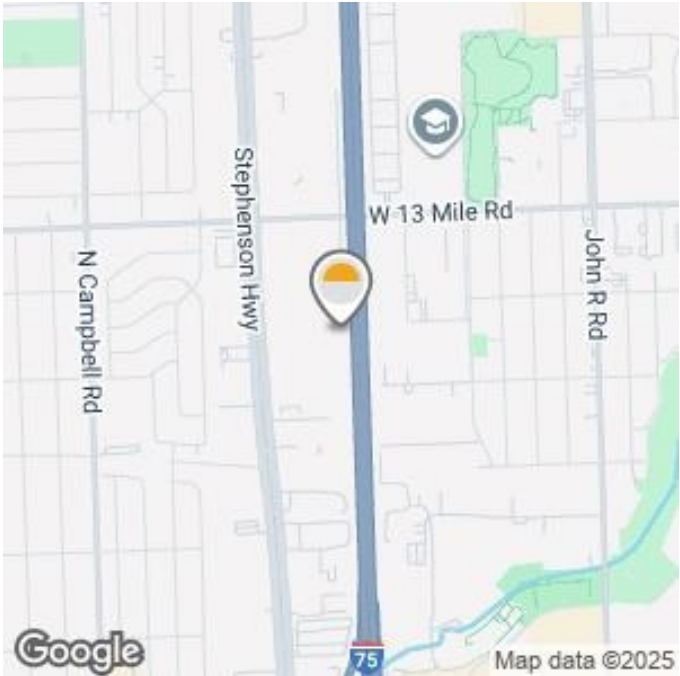


Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 8



Advertising Strengths: Billboard advertising in Troy, MI puts your message in front of a high-income, commuter-heavy audience along major highways like I-75 and Big Beaver Road. It's an effective way to build brand recognition in one of Michigan's top business and retail hubs.

Market:	DETROIT
Panel:	77214 Video drive-by
TAB Unique ID:	182387
Location:	W/S I-75 S/O 13 MILE RD F/S
Lat/Long:	42.5163/-83.1160
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	South/Left
# of slots:	8
Dwell Time:	30

*Impression values based on: 18+ yrs



Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 9



Advertising Strengths: If you're targeting the Detroit market the Lodge Freeway is a prime location. This freeway is the main route for many residents, making it an ideal spot for campaigns and offers a highly visible platform to connect with a wide range of consumers.

Market:	DETROIT
Panel:	79550 Video drive-by
TAB Unique ID:	30636125
Location:	W/S M-10 200' S/O MEYERS F/S
Lat/Long:	42.4133/-83.1696
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	South/Left
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Detroit, MI | 800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 10



Advertising Strengths: This high-visibility location captures the attention of steady commuter and commercial traffic and is ideal for reaching professionals, shoppers, and travelers in a growing, affluent suburban area.

Market: DETROIT
Panel: 78011 [Video drive-by](#)

TAB Unique ID: 30673410
Location: E/S I-275 1100' N/O PLYMOUTH RD F/N
Lat/Long: 42.3764/-83.4361
Media/Style: Permanent Bulletin/Digital
***Weekly Impressions:** Pending Audit *per spot*
Panel Size: 10' 6" x 36' 0" [Spec Sheet](#)
Facing/Read: North/Left
of slots: 8
Dwell Time: 8

*Impression values based on: 18+ yrs



Detroit, MI

800-253-3403

Physical Address: 6405 North Hix Road, Westland, MI 48185-1958
Mailing Address: 6405 North Hix Road, Westland, MI 48185-1958



Location # 11



Advertising Strengths: Advertising on a billboard along I-94 puts your message in front of a steady stream of travelers, commuters, and students from the University of Michigan. This key corridor offers high visibility and access to a diverse, mobile audience in one of Michigan's most active travel routes.

Market:	DETROIT
Panel:	73078 Video drive-by
TAB Unique ID:	30720067
Location:	N/S I-94, 1 MI E/O Main Airport Entrance F/E
Lat/Long:	42.2451/-83.3199
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	East/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs



Location # 12



Advertising Strengths: Advertising on I-696 offers nonstop exposure to thousands of daily commuters traveling through one of Metro Detroit’s busiest east-west corridors. This prime stretch connects key residential, commercial, and industrial areas, making it ideal for reaching a broad and diverse audience.

Market:	DETROIT
Panel:	79502
TAB Unique ID:	30720068
Location:	N/S I-696 E/O M-97 (Groesbeck Hwy) F/E
Lat/Long:	42.4946/-82.9651
Media/Style:	Permanent Bulletin/Digital
*Weekly Impressions:	Pending Audit <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	East/Right
# of slots:	8
Dwell Time:	8

*Impression values based on: 18+ yrs