



## DIGITAL Media

### Location #1001 South Side of I-94

East of the I-90/I-94 interchange  
Facing West  
Mile post 15 on I-94



## ADVERTISING STRENGTH

Dynamic, high traffic location. I-80/94 is the main interstate through Northwest Indiana and the most traveled area in the state. Travelers along this stretch of the interstate include commuter traffic to and from Chicago as well as weekend and summer drivers to Michigan. The approaching exits feature quick access to the marinas, hotels, dine-in restaurants, Indiana Dunes National Lakeshore and numerous entertainment destinations.

### Market

Chicago DMA  
Lake County, IN

### Latitude & Longitude

41.587160, -87.228015

### Weekly Impressions

185,000 (values based on 18+)

### Traffic Count

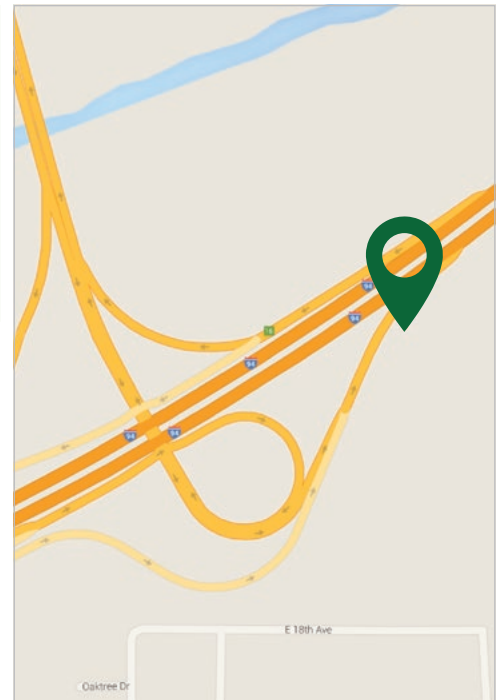
I-94 is 80,000 vehicles/day. I-90/I-94 interchange is 40,000 vehicles/day.

### Media Size

14' x 48' Digital Bulletin

### Illuminated

24 hours/day





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