



## ADVERTISING STRENGTH

Dynamic, high traffic location. The Indiana Toll Road is one of the most traveled routes in the state, often called the "Main Street of the Midwest." 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

41.592786, -87.247991

### Weekly Impressions

145,224

### Media Size

14' x 48' Permanent Bulletin

### Illuminated

YES

