

Route 28 E/L 1/2 Mile S/O Route 910, N/F



Description

This high profile digital billboard captures southbound traffic on Route 28 from the Allegheny Valley heading directly into the Pittsburgh downtown area. This unit reaches heavy commuter traffic from Harmar, Tarentum, and Natrona Heights. Route 28 is the only thoroughfare for traffic leaving the Pittsburgh Mills Shopping Center to downtown Pittsburgh.

8-second spots every 64 seconds
 1250 spots per day
 Digital display is live 24 hours/day

Illuminated Digital Location

City: Pittsburgh, PA 15238
 Face ID: PA603N
 Facing: North (LHR)
 Latitude/Longitude: 40.53262/-79.84766
 Digital Face Size: 11' x 36'
 Geopath ID#: Pending Geopath Weekly Impressions 18+: 29,097

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