



Great Outdoors Advertising Company
12736 Knoll Road ♦ Mt. Airy, Maryland ♦ 21771



#2251

Market: Hagerstown, Maryland

Location Description: Intersection Pennsylvania Ave., Longmeadow & Maugans Blvds, (13611 Pennsylvania Ave.) Washington County, Maryland (GPS Cord.: 39.687082, -77.720327)

Marketing Specifics: This unit has a 'dual approach' in that it has exposure to both US 11/PA Ave *and* Longmeadow westbound.

What exists in this area is a classic "before-after" scenario. Within 2000 feet of this unit, commerce is now thriving. Emerging in the past years have been 3 banks; a credit union; a flagship Sheetz; a high-end medical office building; a major grocery chain; several strip shopping centers - with more upscale national retailers. In the last few years, large upper-middle class neighborhoods have been developed as well. This particular unit reaches a large volume of local traffic as they head from Hagerstown City toward North Hagerstown and Pennsylvania towns such as Chambersburg, Mercersburg, and Greencastle. It also targets motorists heading toward the airport from Hagerstown City and commuters traveling North on US 11 as they queue up to turn left to get onto I-81 North.

Visual Characteristics: Extended approach from Northbound US11/Pennsylvania Ave. as well as a strong, unobstructed approach from westbound Longmeadow.

Circulation: 29,260 per day *(pending revised counts; likely much higher)*

Size: 14' x 48'

