



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



#2252

Market: Hagerstown, Maryland

Location Description: Intersection of Pennsylvania Ave (US 11), Longmeadow and Maugans Blvds. (13611 PA Ave) Washington County, Maryland (GPS Cord.: 39.687081, -77.72037)

Marketing Specifics: This unit is located at what was already a busy intersection 10 years ago, but the surrounding neighborhood was lower middle class, and the surrounding commercial area was notably average. What exists now 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. Several very large neighborhoods have also been developed, with hundreds of upper middle class homes having been built since 2005. This particular unit reaches a large volume of *local* traffic as they head into Hagerstown City from North Hagerstown and also some other Pennsylvania towns such as Chambersburg, Mercersburg, and Greencastle. Also important is that this unit reaches travelers coming from the airport into Hagerstown City. Finally, this unit would make a fine directional for motorists traveling south on US 11, into the City of Hagerstown.

Visual Characteristics: Strong approach from southbound Pennsylvania Ave. Extended exposure at traffic light.

Circulation: 29,260 per day (*pending revised count; likely higher, subsequent to Maugans widening project*)

Size: 14' x 48'

