



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



#2333

Market: Hagerstown, Maryland

Location Description: Intersection of Halfway, Massey and Wesel Blvds., (1726 Massey Blvd.) adjacent to the Valley Mall; Washington County, Maryland (GPS Cord.: 39° 37' 39" N; 77° 46' 0" W)

Marketing Specifics: Arguably *the* shopping destination for the entire Washington County area, as well as Northeastern Berkely County and Southern Franklin County, the “Superstore District” is a critical part of any local, national, or statewide billboard campaign. With a dominant presence at this major 4-way intersection, this display provides a strong, unobstructed approach for motorists on Halfway Blvd. approaching the Shopping District from the east; as well as those on Massey Blvd. coming from Valley Mall. What’s more is that this bulletin benefits from extended exposure due to the long traffic lights at the intersection.

Visual Characteristics: Strong, unobstructed approach from westbound Halfway Blvd. & Massey Blvd. Extended exposure to all traffic.

Circulation: 50,584 per day
(pending revised count; likely higher)

Size: 14' x 48'



¹ *Herald-Mail*, from “Study says county loaded with shopping centers”

Above photo taken from northbound Massey Blvd.