



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



#2343*

Market: Hagerstown, Maryland

Location Description: Intersection of Halfway, Massey and Wesel Blvds., (11321 Massey Blvd.) adjacent to the Valley Mall; Washington County, Maryland (GPS Cord.: 39° 37' 36.5" N; 77° 45' 56.5" W)

Marketing Specifics: Arguably *the* shopping destination for the entire Washington County area, as well as Northeastern Berkeley County and Southern Franklin County, the "Superstore District" is a critical part of any local, national, or statewide billboard campaign. This area is known throughout the region as having a wealth of restaurants, major retail chains - discount and upscale, and the list goes on.

Clearly visible from the expansive parking area adjacent to Hecht's/Macy's, JC Penney and Bon-Ton, the significant exposure to Valley Mall that this display offers is a bonus.

Visual Characteristics: Excellent visibility from Valley Mall*; Strong, unencumbered approach from Massey Blvd.

Circulation: 31,356 per day
(pending revised count; likely higher)

Size: 14' x 48'

*Above photo taken from Valley Mall parking area; adjacent to J.C. Penney, Hecht's/Macy's, Bon-Ton and East Entrance.
(see additional photo sheets for Massey Blvd. approach)

