



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



**#2344**

**Market:** Hagerstown, Maryland

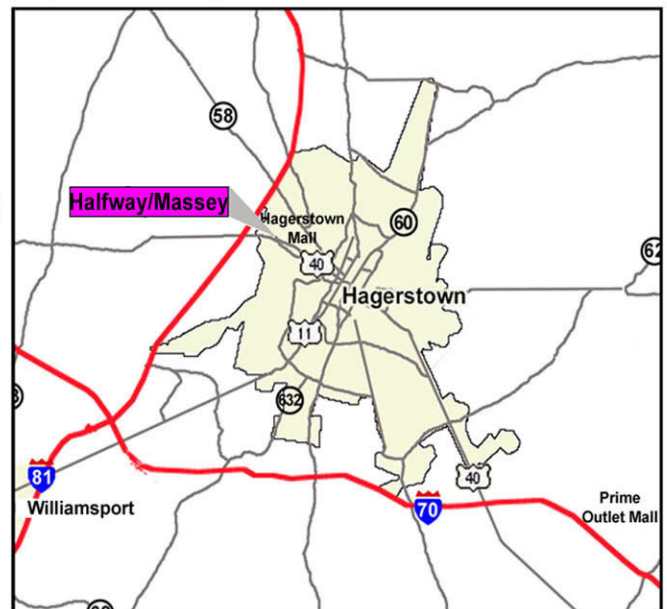
**Location Description:** East of intersection of Halfway, Massey and Wesel Blvds., (11321 Massey Blvd.) east of the Valley Mall; Washington County, Maryland (GPS Cord.: 39° 37' 36.5" N; 77° 45' 56.5" W)

**Marketing Specifics:** Arguably *the* shopping destination for the entire Washington County area, as well as Northeastern Berkely County and Southern Franklin County, the “Superstore District” is a critical part of any local, national, or statewide billboard campaign, since Washington County is one of the most shopping center-loaded regions per capita in the nation.<sup>1</sup> Westbound motorists on Halfway Blvd. enroute to the Shopping District will not miss this 75’ high display. This area is known throughout the region as having a wealth of restaurants, major retail chains - discount and upscale, and the list goes on.

**Visual Characteristics:** Strong approach prior to intersection prone to backups.

**Circulation:** 32,000 per day  
(pending revised count; likely higher)

**Size:** 14’ x 48’



<sup>1</sup> Herald-Mail, “Study says county loaded with shopping centers”