

2210 Fish Hatchery Rd 0.21 mi N/O W Badger Rd WS

Media Type Posters

Unit Type Back to Back



Face Number: **P135-1A**

Direction Facing: South

Face TAB Id: 439831

Illuminated: Y

Size: 10' 6" X 22' 9"

City: Madison

County: Dane County

State: Wisconsin

ZipCode: 53713

Latitude: 43.041580

Longitude: -89.404190

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week) 76,531**

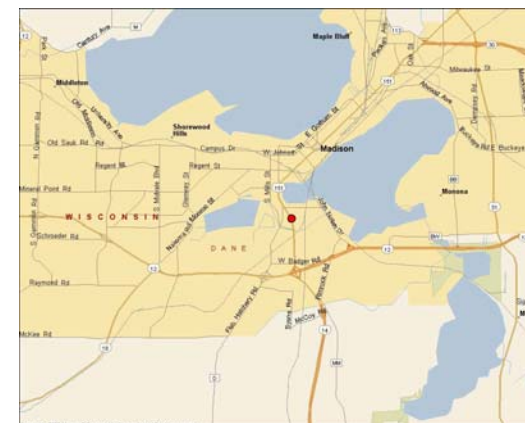
**In Market Impressions (Week) 73,729**

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S Park St 32 ft S/O Spruce St ES

Media Type Posters

Unit Type Side by Side



Face Number: **P152-1A**  
 Direction Facing: North  
 Face TAB Id: 439848  
 Illuminated: N  
 Size: 10' 6" X 22' 9"  
 City: Madison  
 County: Dane County  
 State: Wisconsin  
 ZipCode: 53715  
 Latitude: 43.052580  
 Longitude: -89.395000

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week)** 42,643

**In Market Impressions (Week)** 40,357

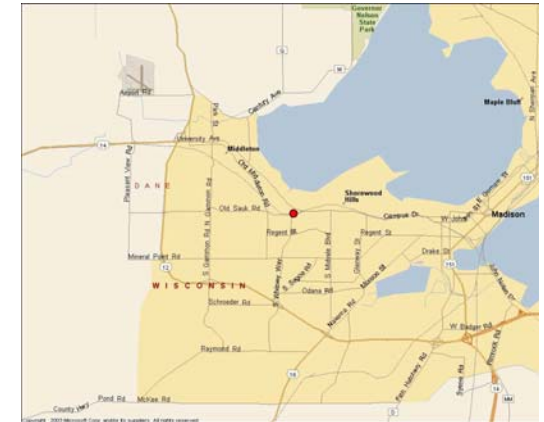
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## Old Middleton Rd 154 ft E/O Whitney Way NS

Media Type Posters

Unit Type Back to Back



Face Number: **P164-1B**

Direction Facing: East

Face TAB Id: 439798

Illuminated: N

Size: 10' 6" X 22' 9"

City: Madison

County: Dane County

State: Wisconsin

ZipCode: 53705

Latitude: 43.074620

Longitude: -89.466960

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week) 31,785**

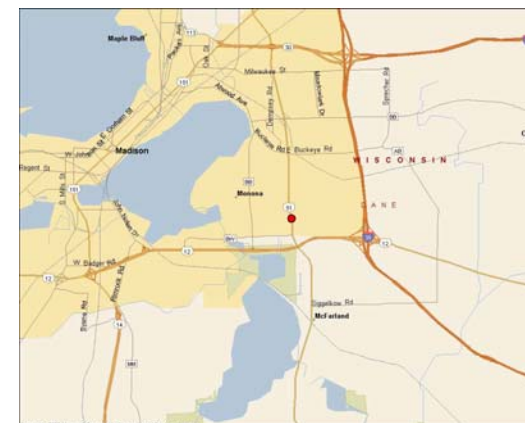
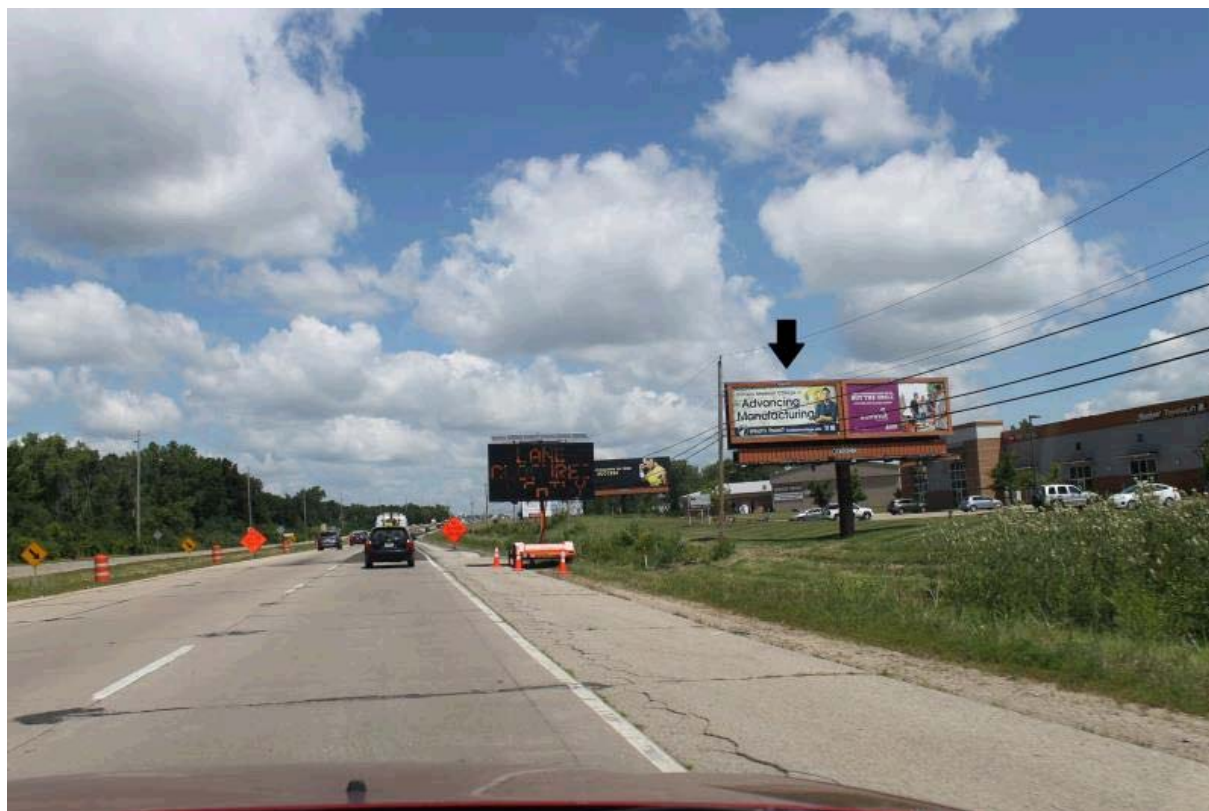
**In Market Impressions (Week) 31,318**

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3101 US 51 0.53 mi N/O US 12/18 ES

Media Type Posters

Unit Type Side by Side



Face Number: **P212-1B**  
 Direction Facing: South  
 Face TAB Id: 439938  
 Illuminated: Y  
 Size: 10' 6" X 22' 9"  
 City: Madison  
 County: Dane County  
 State: Wisconsin  
 ZipCode: 53716  
 Latitude: 43.053230  
 Longitude: -89.308020

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week)** 145,506

**In Market Impressions (Week)** 136,744

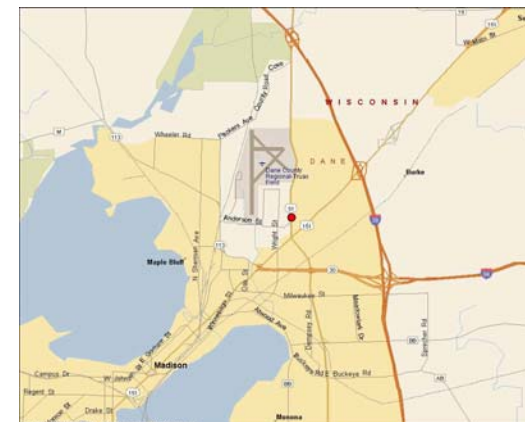
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1725 US 51 0.4 mi N/O E Washington Ave ES

Media Type Posters

Unit Type Back to Back



Face Number: **P228-1A**

Direction Facing: North

Face TAB Id: 439884

Illuminated: Y

Size: 10' 6" X 22' 9"

City: Madison

County: Dane County

State: Wisconsin

ZipCode: 53704-2605

Latitude: 43.122880

Longitude: -89.324570

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week)** 90,520

**In Market Impressions (Week)** 84,830

3115 E Washington Ave 311 ft N/O Aberg Ave ES

Media Type Posters

Unit Type Back to Back



Face Number: **P241-1A**

Direction Facing: North-East

Face TAB Id: 439874

Illuminated: Y

Size: 10' 6" X 22' 9"

City: Madison

County: Dane County

State: Wisconsin

ZipCode: 53704

Latitude: 43.107650

Longitude: -89.337310

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week) 87,304**

**In Market Impressions (Week) 80,114**

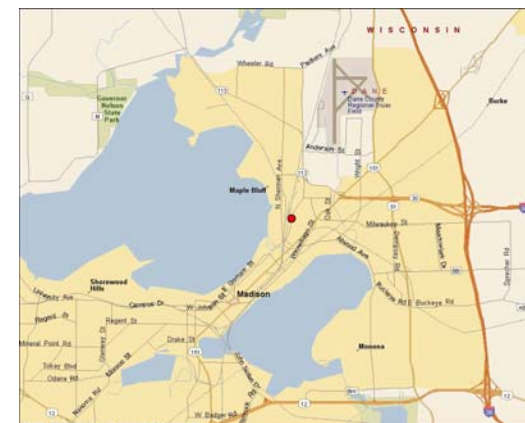
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2210 Pennsylvania Ave 0.43 mi S/O Commercial Ave WS

Media Type Posters

Unit Type Side by Side



Face Number: **P251-1A**  
 Direction Facing: South  
 Face TAB Id: 439914  
 Illuminated: N  
 Size: 10' 6" X 22' 9"  
 City: Madison  
 County: Dane County  
 State: Wisconsin  
 ZipCode: 53704  
 Latitude: 43.100560  
 Longitude: -89.359740

Market: **Madison, WI (CBSA)**

Category: Universe

Sex: All

Demo: 18+ yrs

Total Impressions (Week) **33,627**

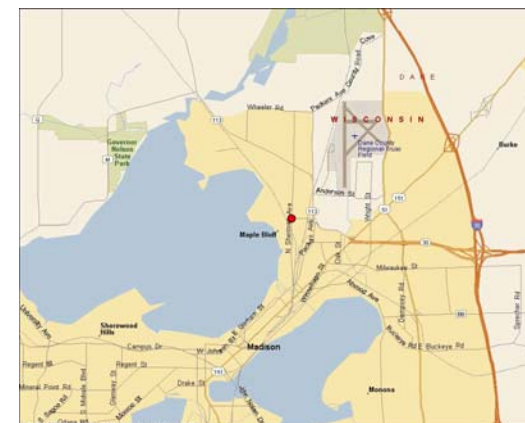
In Market Impressions (Week) **33,173**

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1291 N Sherman Ave 42 ft S/O Aberg Ave ES

Media Type Posters

Unit Type Side by Side



Face Number: **P258-1B**  
 Direction Facing: South  
 Face TAB Id: 439897  
 Illuminated: Y  
 Size: 10' 6" X 22' 9"  
 City: Madison  
 County: Dane County  
 State: Wisconsin  
 ZipCode: 53704  
 Latitude: 43.113730  
 Longitude: -89.363380

Market: **Madison, WI (CBSA)**

Category: Universe

Sex: All

Demo: 18+ yrs

Total Impressions (Week) **65,630**

In Market Impressions (Week) **64,934**

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8816 US 14 613 ft W/O Market St NS

Media Type Posters

Unit Type Back to Back



Face Number: **P311-1B**

Direction Facing: East

Face TAB Id: 440010

Illuminated: N

Size: 10' 6" X 22' 9"

City: Cross Plains

County: Dane County

State: Wisconsin

ZipCode: 53528

Latitude: 43.115110

Longitude: -89.662500

**Market:** Madison, WI (CBSA)

Category: Universe

Sex: All

Demo: 18+ yrs

**Total Impressions (Week)** 29,800

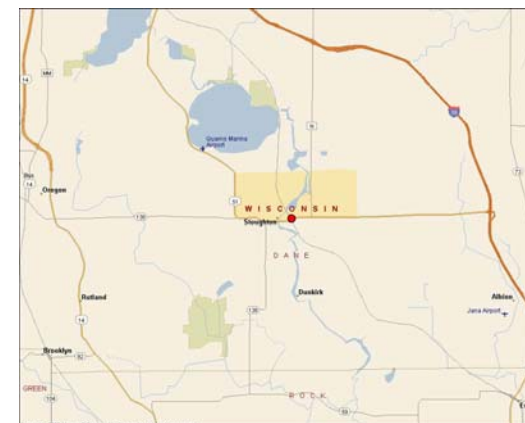
**In Market Impressions (Week)** 27,433

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601 US 51 455 ft S/O Giles St ES

Media Type Posters

Unit Type Side by Side



Face Number: **P322-1B**

Direction Facing: South

Face TAB Id: 439988

Illuminated: N

Size: 10' 6" X 22' 9"

City: Stoughton

County: Dane County

State: Wisconsin

ZipCode: 53589

Latitude: 42.918150

Longitude: -89.213540

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week)** 30,292

**In Market Impressions (Week)** 25,564

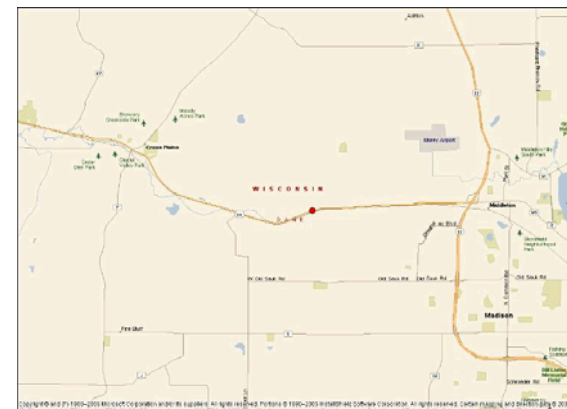
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4344 US HWY 14 0.14 mi E/O TWIN VALLEY RD NS

Media Type Posters

Unit Type Back to Back



Face Number: **P345-1B**  
 Direction Facing: East  
 Face TAB Id: 30496573  
 Illuminated: Y  
 Size: 10' 6" X 22' 9"  
 City: Middleton  
 County: Dane County  
 State: Wisconsin  
 ZipCode:  
 Latitude: 43.094430  
 Longitude: -89.576740

**Market:** Madison, WI (CBSA)

Category Universe

Sex All

Demo 18+ yrs

**Total Impressions (Week)** 38,552

**In Market Impressions (Week)** 36,609

100 US Hwy 51 3878 ft N/O Thronson Rd. ES

Media Type Posters

Unit Type Back to Back



Face Number: **P353-1A**

Direction Facing: North

Face TAB Id: 30640540

Illuminated: Y

Size: 10' 6" X 22' 9"

City: Albion

County: Dane County

State: Wisconsin

ZipCode:

Latitude: 42.858010

Longitude: -89.057671

**Market:** Madison, WI (CBSA)

Category: Universe

Sex: All

Demo: 18+ yrs

**Total Impressions (Week) 21,584**

**In Market Impressions (Week) 13,963**

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