

MAD
OUTDOOR



Location 26: East side of I-294 1/4 mile south of Route 176 facing south.

Dimensions: 10' 6" x 36'

Illumination: Until Midnight

Latitude: 42.267693

Longitude: -87.907812

EOI 18+: 326,644

EOI 18+: Monthly 1,306,576

This display is located on the heavily traveled I-294 Expressway that connects Wisconsin to Illinois & Indiana. This display reads to the traffic heading to Great America, Lambs Farm, Key Lime Cove Waterpark, Gurnee Mills Mall & Pleasant Prairie Malls in Wisconsin.

