

# CLEVELAND'S NEWEST DIGITAL LOCATION

## Cleveland's Newest Digital Location is on I-271.

This location can be added to the digital outdoor network for additional reach or used as a stand alone to target Cleveland's east side.

Interstate 271 is a heavily traveled area south of the I-480 interchange. This display can be seen by commuters heading downtown or continuing north on I-271. Suburbs using I-271 include Bedford, Sagamore Hills, Northfield, Macedonia, Solon, and Twinsburg.

Beachwood Place Mall and Legacy Village, Cleveland's upscale shopping and dining destinations are just north off of I-271. Many first-to-the-market stores are in this area as well as restaurants, hospitals, auto dealerships, and large businesses.



**I-271 125 FT S/O SOLON RD ES**  
South Facing • 14'H x 48'W • DEC 73.1  
Rate: \$8,000 / 4 wks



# I-271 DIGITAL LOCATION



## Program Details (same as digital outdoor network)

This location runs eight 8-second spots that run 24 hours per day.

Each 8-second spot will play 1,250 times per unit per day.

Quantity of designs is limitless.

Schedule and design changes are also limitless.

Designs can change by hour, day-part, day, week, etc.

## Special Features

Same features as the digital outdoor network: editable text, time display, temperature display, daily countdown, and web connections to interest rates, inventory, scores, price points etc.

## AUDIENCE

### Area Demographics

Age 25-44: 44%

Avg HHI: \$65,000

Own Home: 73%

### Shopping & Entertainment

Legacy Village

-Crate & Barrel

-Restoration Hardware

-Gold's Gym

Beachwood Place Mall

-Nordstrom

-Saks Fifth Avenue

Thistledown Horse Racing

Northfield Park Horse Racing

### Restaurants

Bahama Breeze

The Cheesecake Factory

Hyde Park Steakhouse

McCormick & Schmick's

Mitchell's Fish Market

The Melting Pot

### Major Employers

Ben Venue Laboratories

Nestle USA

### Area Businesses

Patio Enclosures

Central Hummer East

Park View Federal Savings

Bank

Developers Diversified Realty