

# Porlier Outdoor Advertising Company

127 Mulberry Street • Foristell, MO 63348 • p: 636.463.2100 • f: 636.463.2114 • www.porlier.biz



**Sign #** 163W

**Location** South side of I-70, approximately 0.6 mile west of Route J (#137); eastbound, right hand read

**Lat / Long** 38.953417 / -92.14175

**Daily Traffic Count** 45,598

**DEC** 29,912

**Description** This outstanding display effectively reaches eastbound I-70 traffic in the Columbia area. Possessing an extended, uncluttered approach, this sign provides advertisers with excellent visibility and dominant coverage of the area. This location is ideal for reaching motorists traveling to Lake of the Ozarks, Kingdom City, and St. Louis.

**Size** 16' X 50'6"

**Illumination** Dusk to Midnight

**Current Advertiser** call for current info.

**Date Available** call for current info.

**Monthly Rate** call for current info.

**Contract Term** call for current info.