

# Porlier Outdoor Advertising Company

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



**Sign # 163E**

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

**Lat / Long** 38.953433 / -92.139883

**Daily Traffic Count** 45,598

**DEC** 29,912

**Description** This truly dominant display reaches westbound I-70 traffic approaching Columbia, Missouri. This sign has an extended read and provides advertisers with tremendous exposure and visibility. To the west are the Columbia and Boonville exits.

**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.