



## Board #VC109

I-80 @ VERDI, NV

### Location:

South side Interstate 80,  
approx. 1 Mile west of Verdi exit  
**East Facing**

### Illuminated

Size: **12' x 44'**

DEC: **36,000**

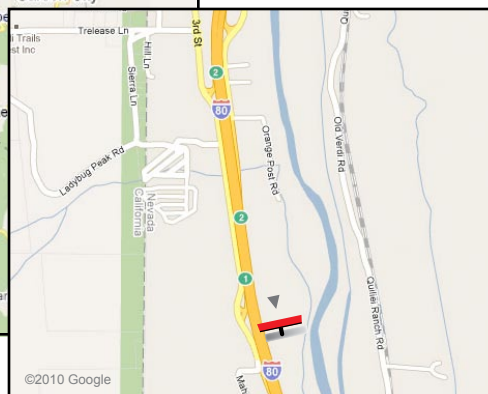
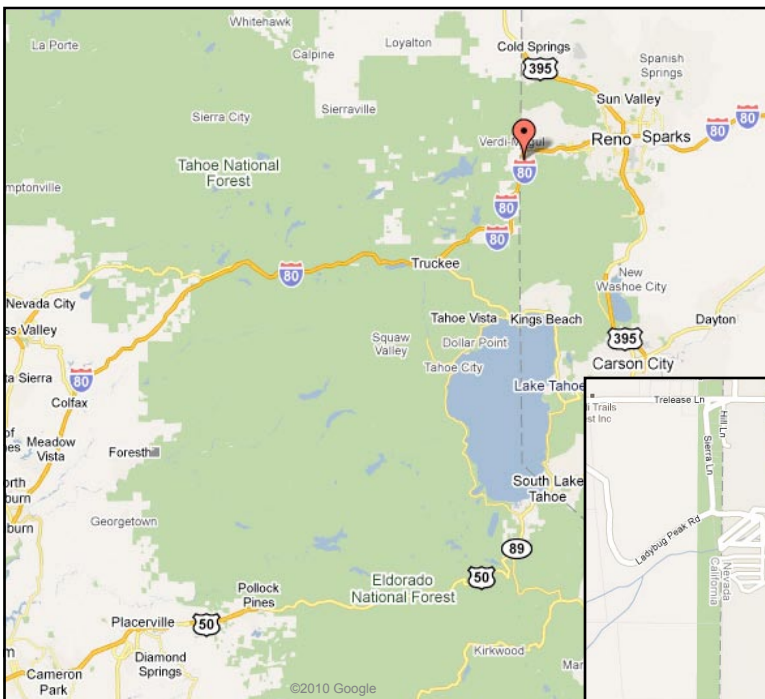
### Weekend Peaks:

**In excess of 80,000**

### Viewing Impressions:

**Over 1.4 million views per month**

One of just six boards on this section of the Interstate 80 corridor. This bulletin addresses local traffic between Reno and Truckee (30 minutes) and returning traffic heading to Sacramento, the San Francisco Bay Area, and the other numerous Northern California cities. This unit also reaches the cross country traffic heading west which also makes this an excellent branding board as well as a strong directional unit. This is a high profile unit that would be beneficial to add to any campaign.



Close-up View

## VISCOM

OUTDOOR