



Mixed Media

Group, Inc.



DD-01 Rt 31 0.2mi n/o New Algonquin Bypass

Rt 31 n/o New Rt 31 Bypass, North Face, 11' x 22' Algonquin (Digital Display)

Approach



A typical digital program gives 1080 (10) second spots per day that target traffic in both directions on Rt 31. You receive unparalleled flexibility with your message (unlimited copy changes at no charge)

Closeup



Rt 31 is the only road that travels across the whole county north to south and hits every major population center. 68% of people leave McHenry County every day to commute to work. Being in the Southeast corner of the County this display is at the mouth of the funnel for people leaving and returning to the County on a daily basis. Also targets people enroute to the major shopping centers of Crystal Lake, McHenry, Woodfield, Spring Hill and Algonquin Commons.

