

NEW DIGITAL INVENTORY RT 22 BRIDGEWATER

First digital on Rt. 22 in Somerset County.

Reach New Jersey's most desirable consumers. Located on Route 22, this digital billboard faces traffic traveling eastbound coming from Route 202 and Route 206 heading towards I-287 south and further onto Union and Essex Counties. Close by points of interest include: Bridgewater Commons Shopping Center, Duke Farms, TD Bank Ballpark, numerous restaurants, and auto dealerships including a Tesla dealership further down this road.

TOP AUDIENCES*

A majority of the commuters that pass by this display fall within the **Affluent Household** and **Top Wealth** audience segment. With high levels of education, these segments are primarily comprised of married couples with young and grown children. Income is high, with 80% of the group earning \$100k+ a year. This group enjoys traveling to foreign destination, shopping, and dining out.

PRODUCT DETAIL

- Unit #7137
- 10'6"x22'
- 13 second spot
- 8 spot maximum loop length

