

NEW DIGITAL RT 4 PARAMUS

Located on Route 4, this prominent digital display reaches an affluent audience traveling to and from the upper-income suburbs of Bergen and Passaic Counties. This route connects with major interchanges such as Garden State Parkway, Route 17, and the George Washington Bridge. There are many retail establishments and shopping centers within this vicinity including The Shops at Riverside, Bergen Town Center, and the Westfield Garden State Plaza. About 5 miles south from this location there's the Meadowlands Sports & American Dream Complex.

TOP AUDIENCES*

Affluent Household: Primarily comprised of married couples with children under 18. Income is high, with nearly 80% of the group earning more than \$100K a year. They are long-time homeowners involved in their communities and schools.

Working & Studying: a combination of young professionals working at white-collar careers and students finishing their degrees. This group spends a lot of their free time following sports, using the internet and mobile apps, and watching movies.

PACKAGE DETAILS

- Unit #7146
- Unit #7147
- Size: 14'x48'
- Spot Length: 8 seconds
- Illumination: 24 hour illumination

