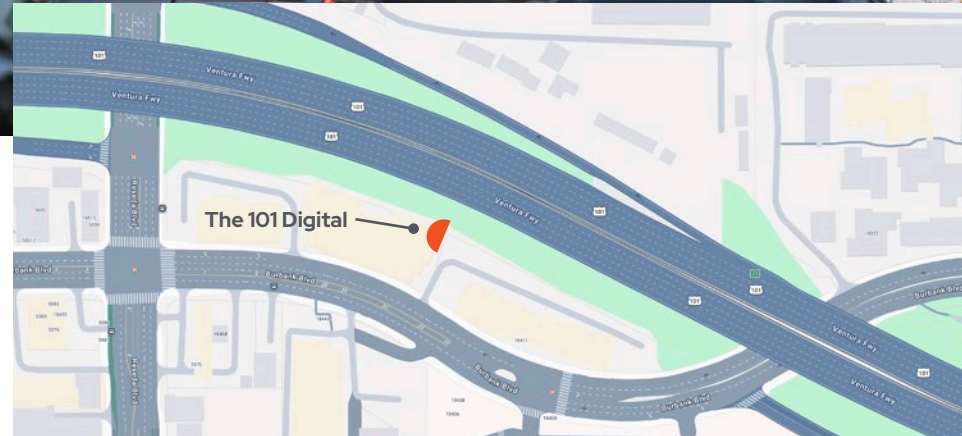




[Click here to download The 101 digital Spec Sheet](#)



BC UNIT ID: The 101 Digital
LOCATION: 101 Freeway at Reseda Blvd
GEOPATH ID: 50954844
SIZE: 9' x 34'
FORMAT: Digital
FACING: East
LAT: 34.17250116
LONG: -118.5343281

DESTINATION DESCRIPTION

The 101 Digital is positioned directly alongside the US 101 Ventura Freeway at the Reseda Boulevard interchange. The 101 Freeway is one of the most heavily traveled corridors in the Los Angeles metro, with more than 300,000 vehicles passing this location daily. Situated at an active on/off ramp, the display captures drivers at the moment of highest attention.

The surrounding market is among the most desirable in the San Fernando Valley. Tarzana and adjacent Woodland Hills are defined by high household incomes and a professional commuter demographic. Westbound traffic flows directly toward Calabasas, Agoura Hills, Thousand Oaks, and Ventura County, one of the most consistently high-income commuter corridors in Southern California.