



Hwy 98 @ Panhandle Trail Dr
Facing West for Eastbound Traffic

Upscale stretch with almost one third earning over \$100K. Digital is at a traffic light and has superb head on read. Just past the light is McDonalds and Walmart Supercenter, so this stretch of 98 is always congested, in fact traffic has grown 11% in the past two years (FDOT). Traffic from Pensacola and Gulf Breeze is headed to Fort Walton and Destin. One spot delivers over 95% of Santa Rosa county in four weeks.

- **FDOT Weekly Traffic: 162,750**
- **GeoPath Wkly 0+ Imps: 120,308**
- **Display Size: 10'6" (h) x 36' (w)**
- **Spot / Loop: 7 seconds / 63 seconds**
- **Restrictions: No Adult & No Alcohol**
- **Specs: tieronebillboards.com/specs**
- **Read: Left**
- **Lat/Long: 30.410045, -86.83693**

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