

READS TO CA-99



Located just off the highly traveled CA-99 corridor, this digital billboard delivers exceptional visibility to northbound and northwest-bound traffic. Positioned to face vehicles moving toward central and northwest Bakersfield, the display captures commuters, regional travelers, and freight traffic navigating one of the city's busiest arterial stretches.

Its strategic angle toward CA-99 ensures long, clean viewing windows, giving advertisers ample time to engage audiences with bold creative and high-impact messaging. The board's elevated profile and vivid LED brightness make it a standout day or night—perfect for brands looking to establish strong presence across Bakersfield's primary north-south corridor.

TRAFFIC EXPOSURE:

With CA-99 serving as a major transportation spine for Bakersfield and the broader Central Valley, this location benefits from consistently high daily impressions, reaching a diverse mix of commuters, long-haul travelers, and local residents moving between commercial, industrial, and residential hubs.

PANEL NO:	CA-104/A
MARKET:	Kern County
COMMUNITY:	Bakersfield
SIZE:	14'H x 48'W
LAT/LONG:	35°24'51.7" 119°03'28.5"
FACING:	NorthWest
*IMPRESSIONS:	TBD
TAB ID:	TBD
TYPE:	DIGITAL
ILLUMINATION:	YES

**Impressions values are weekly based on Adults 18+.*