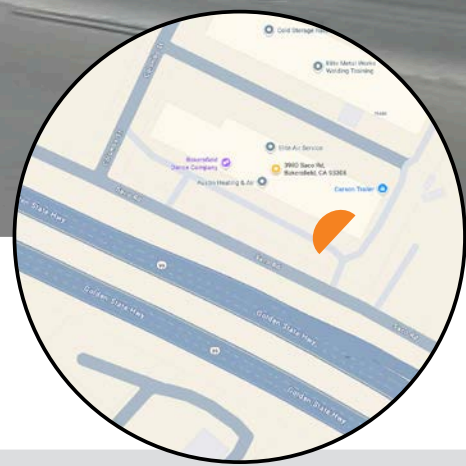


## BAKERSFIELD CALIFORNIA

## KERN COUNTY

READS TO CA-99 & SACO ROAD



This digital billboard offers one of the most dominant and high-visibility westbound exposures in the region. Perfectly positioned to face traffic heading westbound toward northwest Bakersfield, this premium display reads directly to vehicles traveling along Highway CA-99 and Saco Road, capturing both daily commuters and long-haul regional travelers.

As one of the final digital billboards seen before entering the dense commercial and residential hubs of Bakersfield, it provides an ideal platform for brands looking to influence destination decisions, promote local businesses, or reach audiences in a high-traffic transition zone. The structure's elevated sightline, clean visuals, and bright LED face ensure maximum stopping power day or night.

**Traffic Exposure:**  
Based on Caltrans and Kern COG data, the combined CA-99 and Saco Rd traffic corridor delivers an estimated 130,000–185,000 daily impressions, solidifying this location as one of Bakersfield's most active westbound arteries.

<b>PANEL NO:</b>	CA-103A
<b>MARKET:</b>	Kern County
<b>COMMUNITY:</b>	Bakersfield
<b>SIZE:</b>	14'H x 48'W
<b>LAT/LONG:</b>	35°26'37.5" 119°05'14.0"
<b>FACING:</b>	East
<b>*IMPRESSIONS:</b>	145,109
<b>TAB ID:</b>	50918468
<b>TYPE:</b>	DIGITAL
<b>ILLUMINATION:</b>	YES

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