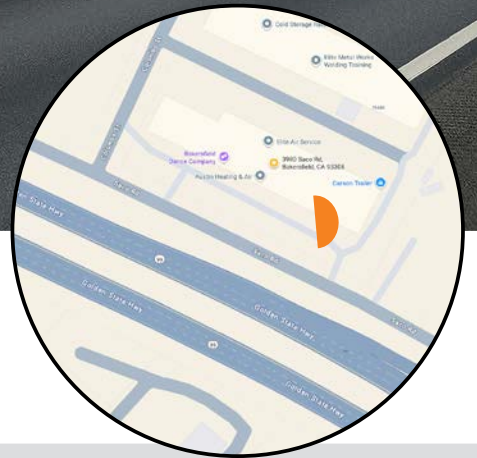


READS TO CA-99 & SACO ROAD

DIGITAL



This digital billboard offers one of the most strategic and high-visibility placements in the region. Perfectly positioned to face eastbound traffic heading into Bakersfield, this premium display reads directly to vehicles traveling along Highway CA-99 and Saco Road, ensuring maximum exposure to both regional travelers and local commuters.

As the first digital billboard seen when entering Bakersfield, it delivers a powerful welcome and sets the tone for the market ahead—ideal for local businesses, event promotions, and brand campaigns looking to make a strong first impression. The structure's elevated sightline, clean visuals, and bright LED display guarantee high impact day or night.

Traffic Exposure:

According to Caltrans and Kern COG data, CA99 and Saco Rd combined, the area surrounding the sign delivers an estimated 130,000–185,000 daily impressions, making it one of the most trafficked entry corridors into Bakersfield.

PANEL NO: CA-103B

MARKET: Kern County

COMMUNITY: Bakersfield

SIZE: 14'H x 48'W

LAT/LONG: 35°26'37.5" 119°05'14.0"

FACING: West

***IMPRESSIONS:** 89,791

TAB ID: 50680401

TYPE: DIGITAL

ILLUMINATION: YES

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