

#111



**LOCATION**

Description: I-10 south of I-8  
Mile Post #: 204.73S  
Position: Eastbound Cross-read  
City, State: Eloy, Arizona  
County: Pinal  
Latitude: 32.769980  
Longitude: -111.606854

**DESCRIPTION**

This high profile billboard is located on Interstate 10 between Arizona's two largest metropolitan areas. This billboard is located just south of the confluence of Interstate 8 and Interstate 10, midway between Phoenix and Tucson. The corridors of these two major interstates offer maximum exposure to those traveling to Phoenix, Tucson, California, Texas or Mexico.

**DETAILS**

Sign Faces: North  
Lighting: Four 400-watt  
Media Star Lites (optional)  
Sign Category: Bulletin  
Height: 45' above I-10 roadway  
Face Dimensions: 14' x 48'  
Construction type: V-Mono Pole  
Construction Date: June 2004

**DEMOGRAPHICS**

DEC: 42 (thousand/day)  
DMA: Phoenix, AZ/Tucson, AZ  
DMA Rank: 12/67