



Sign reads to the “going to work” traffic pattern, on a major east/west artery with heavy commuter traffic heading from Meridian, ID towards downtown Boise.

Sign#: 25R
Location: 1515 Fairview Ave, Meridian, ID
Lat/Long: 43.6194, -116.37508
Size: 10'x30'
Illuminated: Yes
Facing/Read: West / Right
Weekly Impressions: 62,920

