



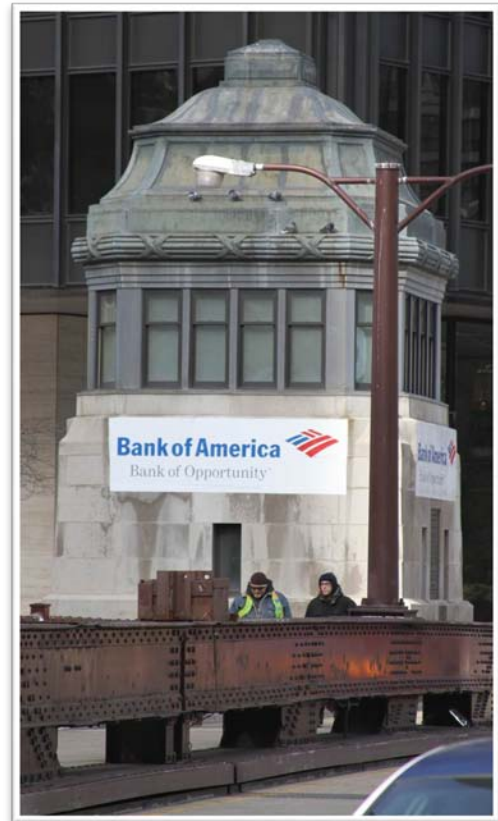
Media Momentum

Bridge Towers of Chicago – Reaching Chicago’s Affluent Consumers

Advertising on municipal properties has become increasingly available across the United States. Chicago recently joined the trend by offering premium space on the city’s historical downtown bridge towers.

Six pairs of bridge towers are now available for advertising. Three are located on the main stem of the Chicago River: Lakeshore Drive, Wabash Avenue and State Street. The Ohio feeder ramp bridge is located on the north branch, and the Adams Street and Jackson Boulevard bridges are near Union Station on the south branch. All but one of the available bridges are located within the downtown loop very close to the Magnificent Mile, River North, Navy Pier, Millennium Park and other attractions. Monthly circulation per bridge, including pedestrian traffic, ranges from 1.1 million-3.6 million. Signs may also be viewed from the water during popular river tours.

The advertisements are printed on self-adhesive vinyl that prevents damage to the historical structures. Just one advertiser is permitted per bridge.



**For rates or other information,
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