



Steve Irwin Way,
Glasshouse Mountains -
Outbound

4518 0002



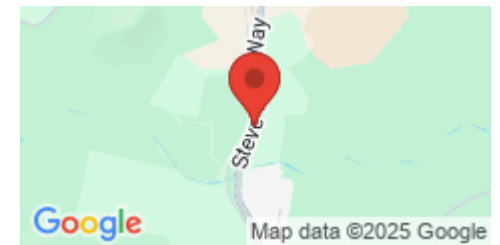
Sunshine Coast



6.00m x 3.00m



Rope Edge



MOVE #2964

Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	<1%	5,000	1.4
P25-54	<1%	2,000	1.4
OG1	<1%	1,000	1.5

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This CLASSIC 6x3m billboard is the first roadside billboard opportunity available on the tourist drive after leaving the Bruce Highway. The site is approx. 500 m from the Mount Tibrogargan rest area, and is visible to traffic heading north towards the Glasshouse Mountains. Once a part of the Bruce Highway, Steve Irwin Way is now a major tourist route of the Sunshine Coast hinterland.

Restrictions: No special conditions.