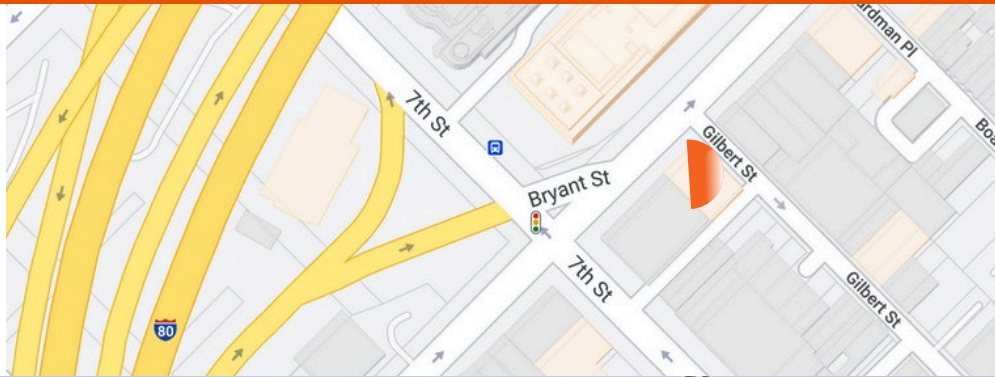


BRYANT STREET

SAN FRANCISCO, CA

BC UNIT ID: BRYANT STREET
LOCATION: BRYANT STREET @ 7TH STREET AND
I-80 OFF-RAMP
GEOGRAPHIC ID: 30650332
SIZES: 14'H X 48'W
FORMAT: STATIC, ILLUMINATED
FACING: WEST
LAT: 37.774504
LONG: -122.404293



DESTINATION DESCRIPTION

With long, head-on reads to all traffic coming off the I-80 7th Street exit, this SoMa bulletin targets a hip and trendy demographic who live and work in the area. SoMa (or South of Market) is home to many of San Francisco's museums and headquarters to several major software and internet companies.