



WEST LOOP - For reaching pedestrians and motorists traveling east-bound toward the Kennedy Expressway and the Loop, it's hard to find a better placed, more visible location in the West Loop. This HotSpot is located at the corner of Lake Street and Racine near some of the hottest restaurants and bars in the City including Girl and the Goat, Haymarket, BonV and Publican. The construction of a new Green Line "L" stop one block to the east will also create higher pedestrian traffic along Lake Street.

Additionally, because it's located on the major surface street between the United Center and Downtown, it's great for reaching not only residents and commuters, but sports fans too. Heavy traffic, and great visibility in this hot neighborhood will make this one of the most effective and impactful signs in the West Loop.