

## All Eyes on AZ Foothills

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Travelers along the I-10 highway between California and Arizona can expect a lot more style, substance, and sophistication on their route over the next few years. AZ Foothills, the Valley's #1 authority on luxury lifestyle, has placed a colossal billboard along the interstate, showcasing the previous Face of Foothills winners, Ava Cashman and Mel Rodriguez.

The 12'x40' roadside sign located at Mile Post 17 on I-10 facing west for eastbound traffic will be seen by approximately 25,000 cars per day totaling more than 18 million impressions over the next two years. Even nighttime travelers will see the AZ Foothills messaging with lights that run from dusk till dawn daily.

AZFoothills.com is the Valley's fastest-growing Web site. Arizona Foothills Magazine and Arizona Foothills Online are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture, and events in Arizona.

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