



A PROPOSAL FOR BILLBOARD OPERATORS

Four strategic locations for your next billboard

Reymar Group commercial properties in Santurce, Carolina, Naranjito and Vega Baja, fronting roads with heavy daily traffic.

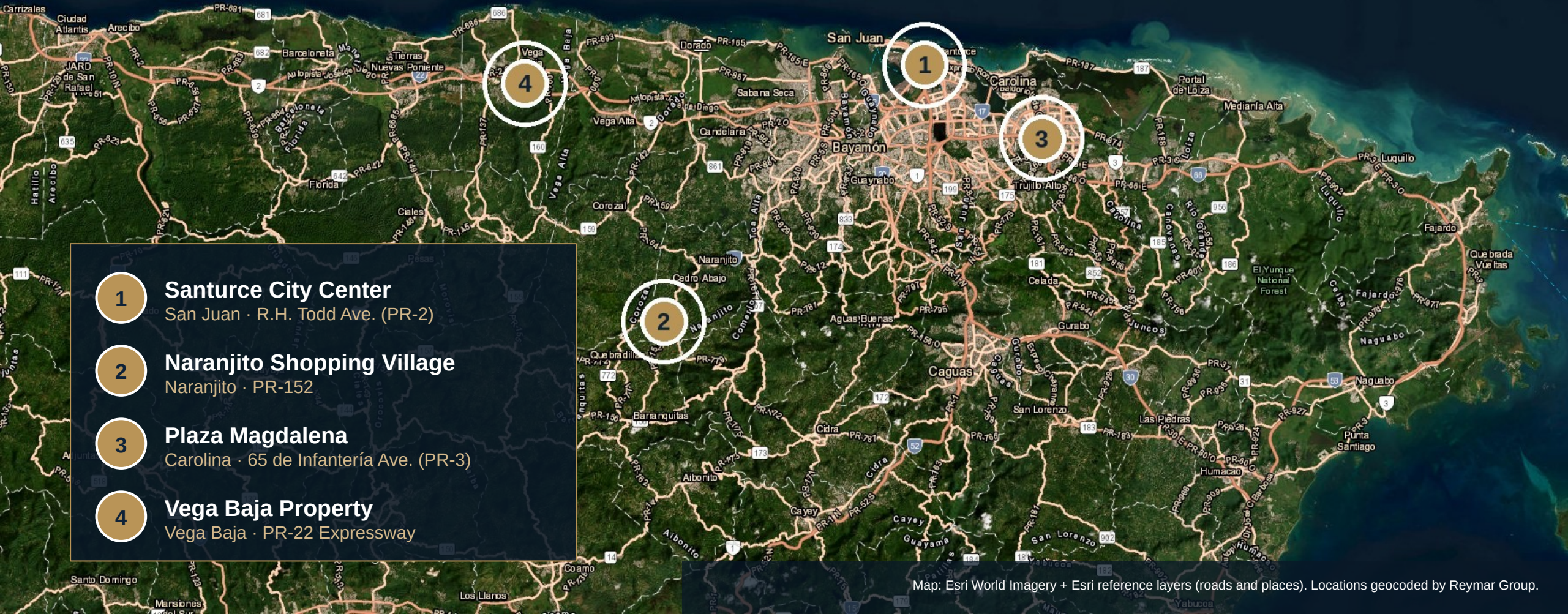
October 2026 · info@reymargroup.com



Satellite image of Santurce: Esri World Imagery

SITE OVERVIEW

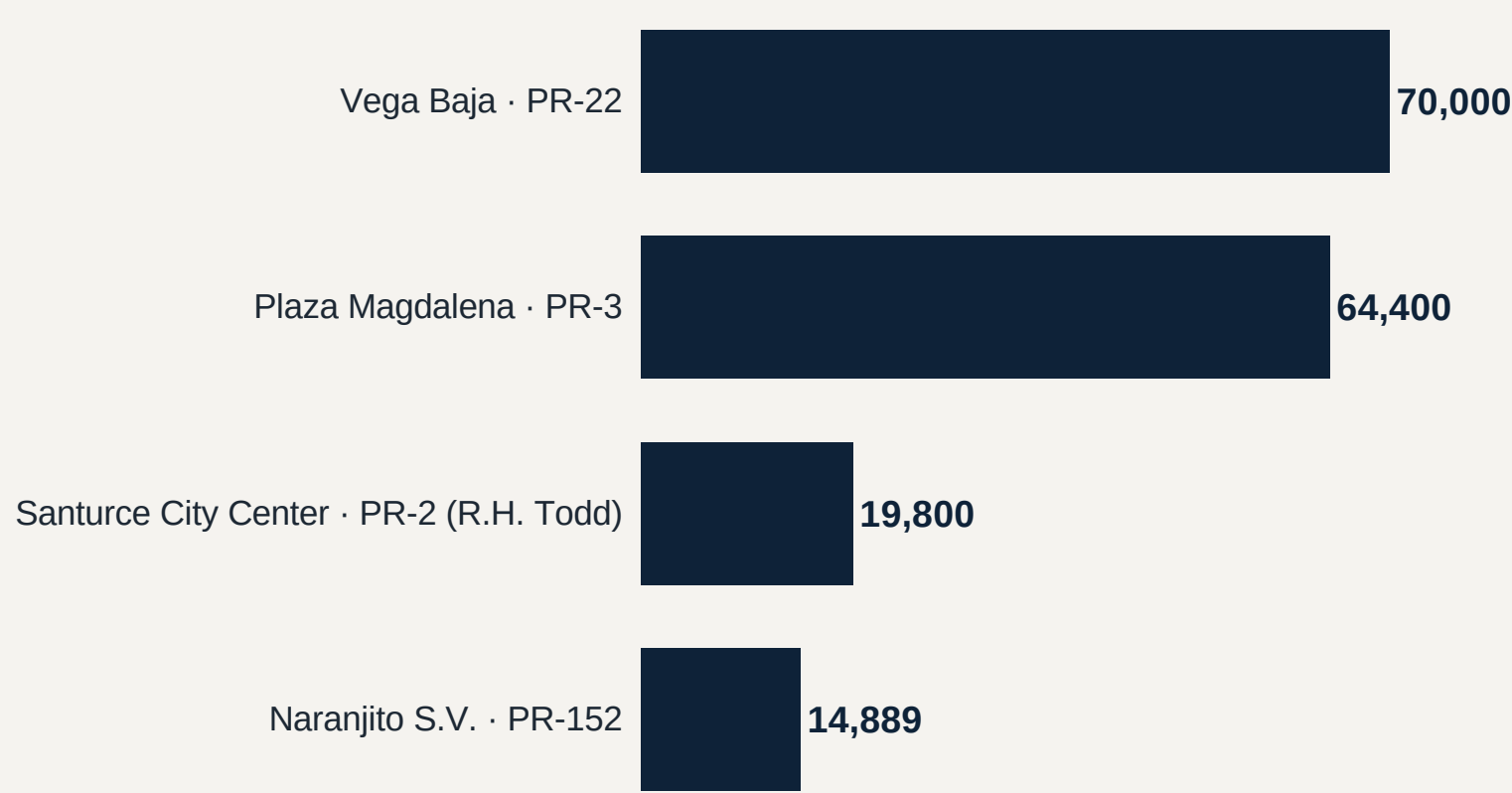
From the De Diego Expressway to the heart of Santurce



- 1 Santurce City Center**
San Juan · R.H. Todd Ave. (PR-2)
- 2 Naranjito Shopping Village**
Naranjito · PR-152
- 3 Plaza Magdalena**
Carolina · 65 de Infantería Ave. (PR-3)
- 4 Vega Baja Property**
Vega Baja · PR-22 Expressway

ANNUAL AVERAGE DAILY TRAFFIC (AADT)

Nearly 170,000 vehicles a day pass our four sites

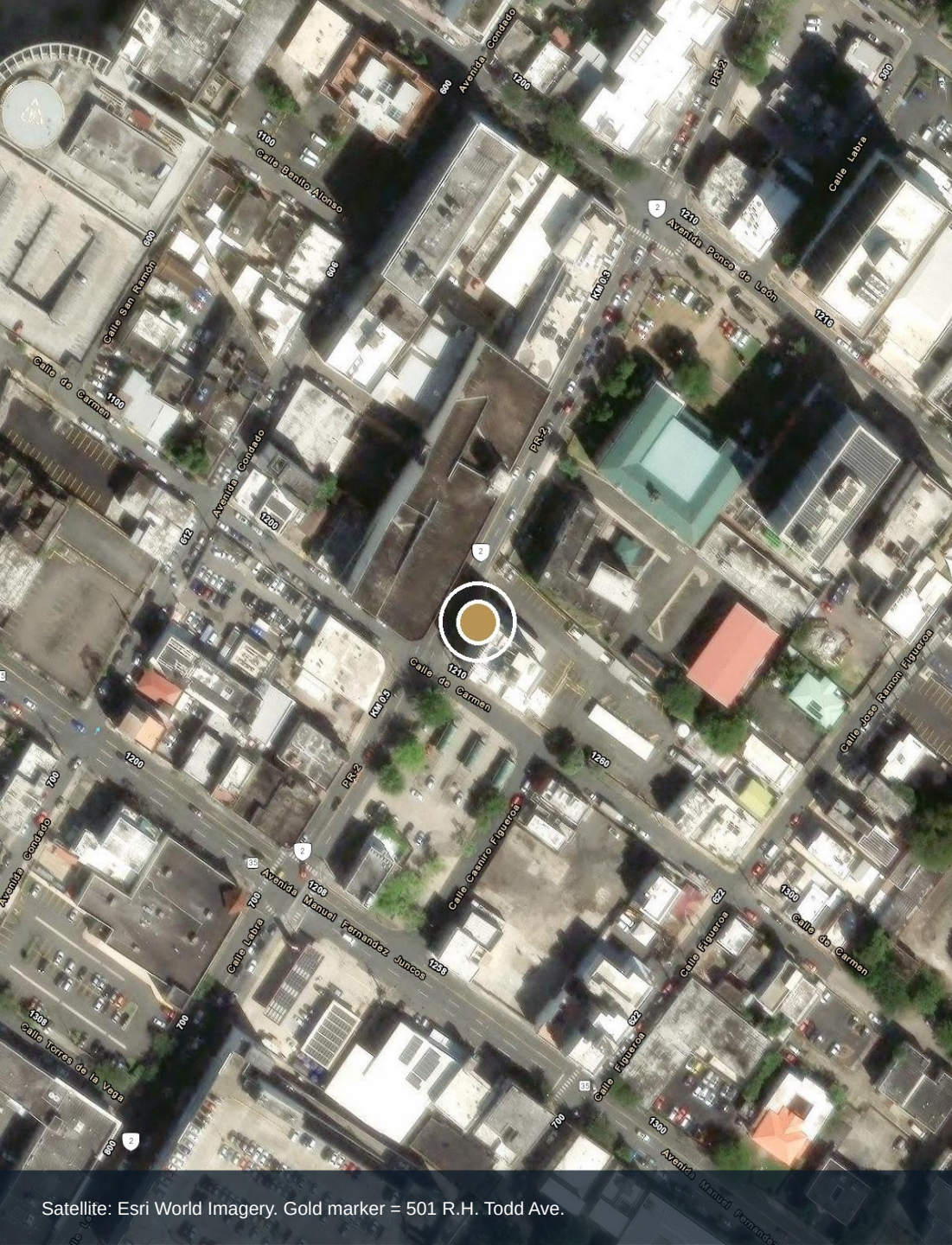


169,089

combined daily vehicles (AADT, both directions) on the roads fronting the four sites

The PR-22 segment just east of the Vega Baja site carries 89,400 vehicles a day.

Source: Puerto Rico Highways and Transportation Authority (PRHTA/DTOP), data reported to the FHWA Highway Performance Monitoring System, 2024 submission (geo.dot.gov, HPMS_FULL_PR_2024). Count year: 2020 for PR-2, PR-3 and PR-22; 2021 for PR-152. Counted values (type C). Segment nearest each property.



1

SANTURCE · SAN JUAN

Santurce City Center

Multi-level parking structure

Address 501 R.H. Todd Avenue, Santurce, San Juan, PR 00907

GPS [18.44953, -66.07505](#) · [View on Google Maps](#)

19,800

vehicles / day

R.H. Todd Ave. (PR-2)

Nearby roads:

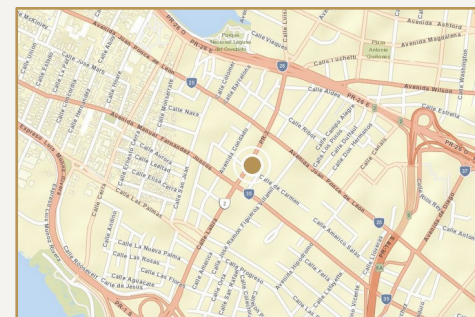
Fernández Juncos Ave. (PR-35): 10,574–11,000

Ponce de León Ave. (PR-25): 7,500–8,900

PR-2 south of the building: 24,400

VISIBILITY

- Multi-story structure: façades and roof rise above the avenue
- Urban Santurce corridor, ~110–150 m from Fernández Juncos and Ponce de León
- Dense mix of offices, retail and residential



Map: Esri World Street Map

Naranjito Shopping Village

Shopping center with on-site parking

Address PR-152 Km 12.4, Bo. Cedro Arriba, Naranjito, PR 00719

GPS [18.26015, -66.28059](#) · [View on Google Maps](#)

14,889

vehicles / day

Highway PR-152

Nearby road:
PR-803: 5,005

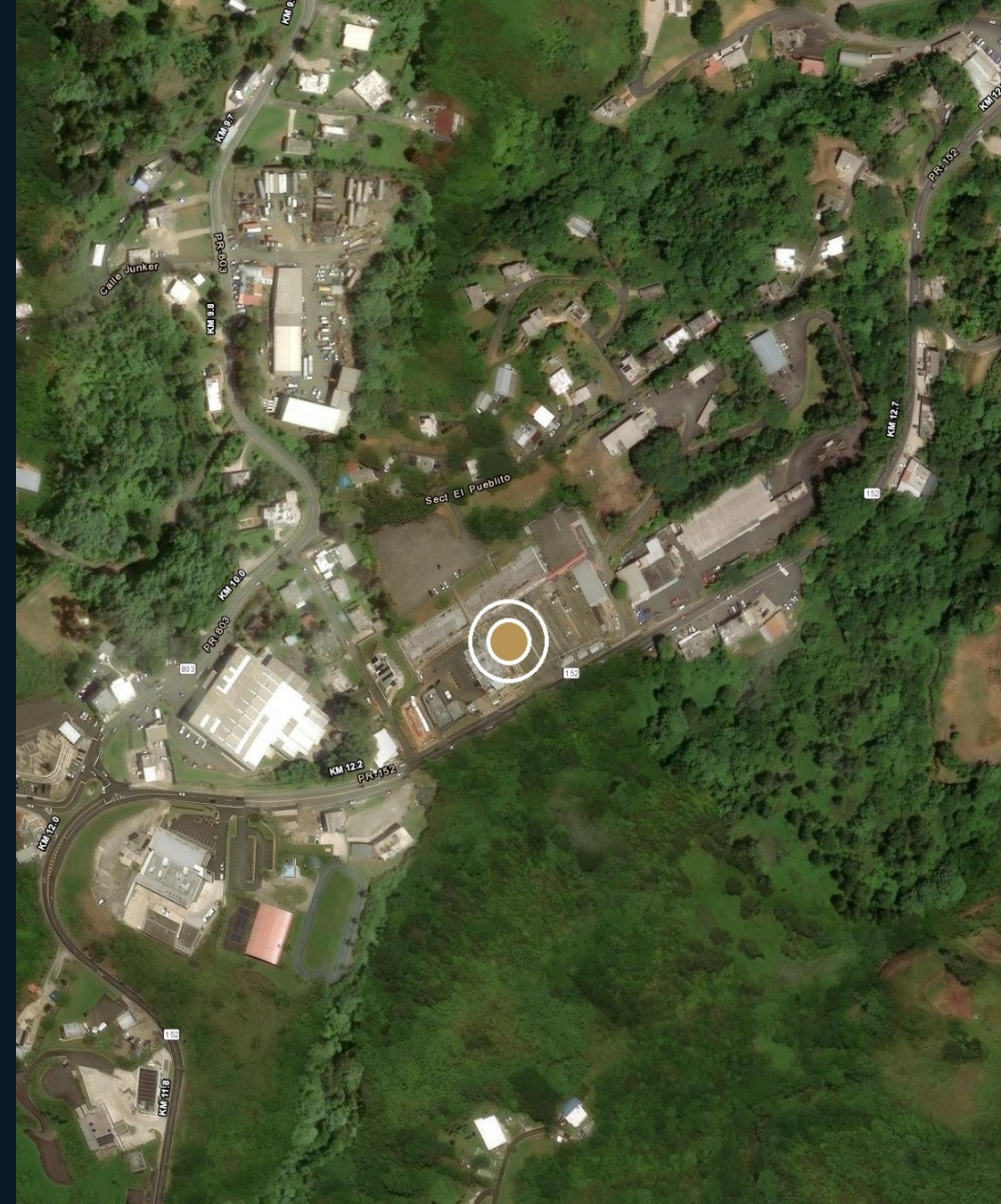
Local and regional traffic from Puerto Rico's interior.

VISIBILITY

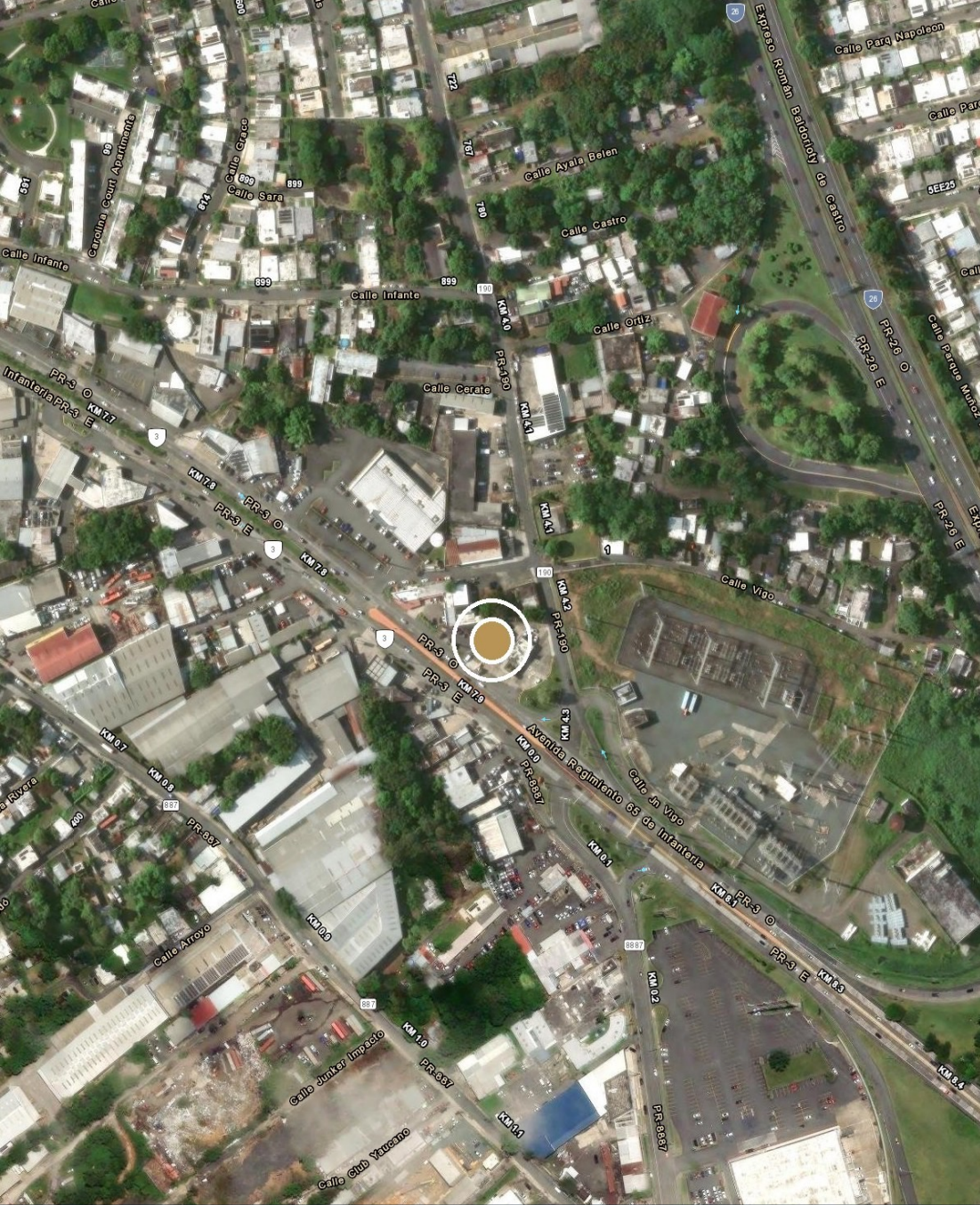
- Façade and parking lot front directly onto PR-152
- Destination shopping center with established tenants
- One owner for structure, access and maintenance



Renovation rendering



Satellite: Esri World Imagery. Gold marker = Naranjito Shopping Village.



3

CAROLINA · 65 DE INFANTERÍA AVENUE

Plaza Magdalena

Shopping center

Address Edificio 3501 Comercial, 65 de Infantería Ave. (PR-3) Km 7.3, Bo. San Antón, Carolina, PR

GPS [18.39537, -65.98253](#) · [View on Google Maps](#)

64,400

vehicles / day

65 de Infantería Ave. (PR-3)

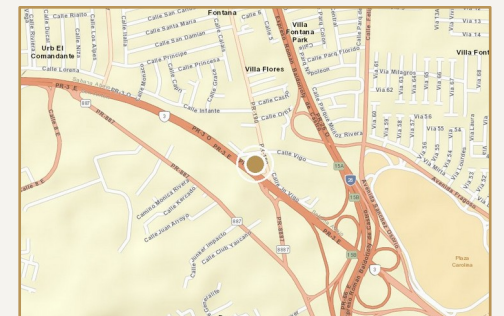
Nearby roads:

PR-190 (adjacent interchange): 16,400

PR-3 ramps at Km 7.8–7.9: 1,586–8,283

VISIBILITY

- Fronts a four-lane commercial arterial
- Next to the PR-3 / PR-190 interchange and its ramps
- Busy commercial and industrial surroundings



Map: Esri World Street Map

4

VEGA BAJA · JOSÉ DE DIEGO EXPRESSWAY

Vega Baja Property

House whose back yard borders the expressway

Address Calle H, Lot V-8, Urb. Residencial El Rosario, Bo. Pugnado Afuera, Vega Baja, PR 00693

GPS [18.4360, -66.3902 \(approx.\)](#) · [View on Google Maps](#)

70,000

vehicles / day

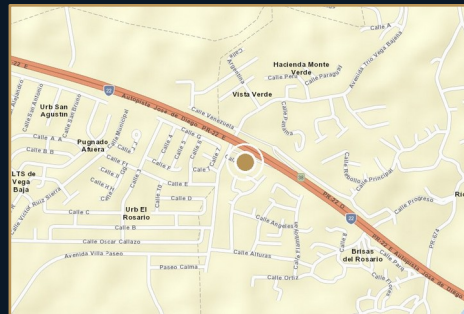
PR-22 Expressway (adjacent segment)

Next segment east:
PR-22: 89,400

Two-way traffic on the San Juan–Arecibo corridor.

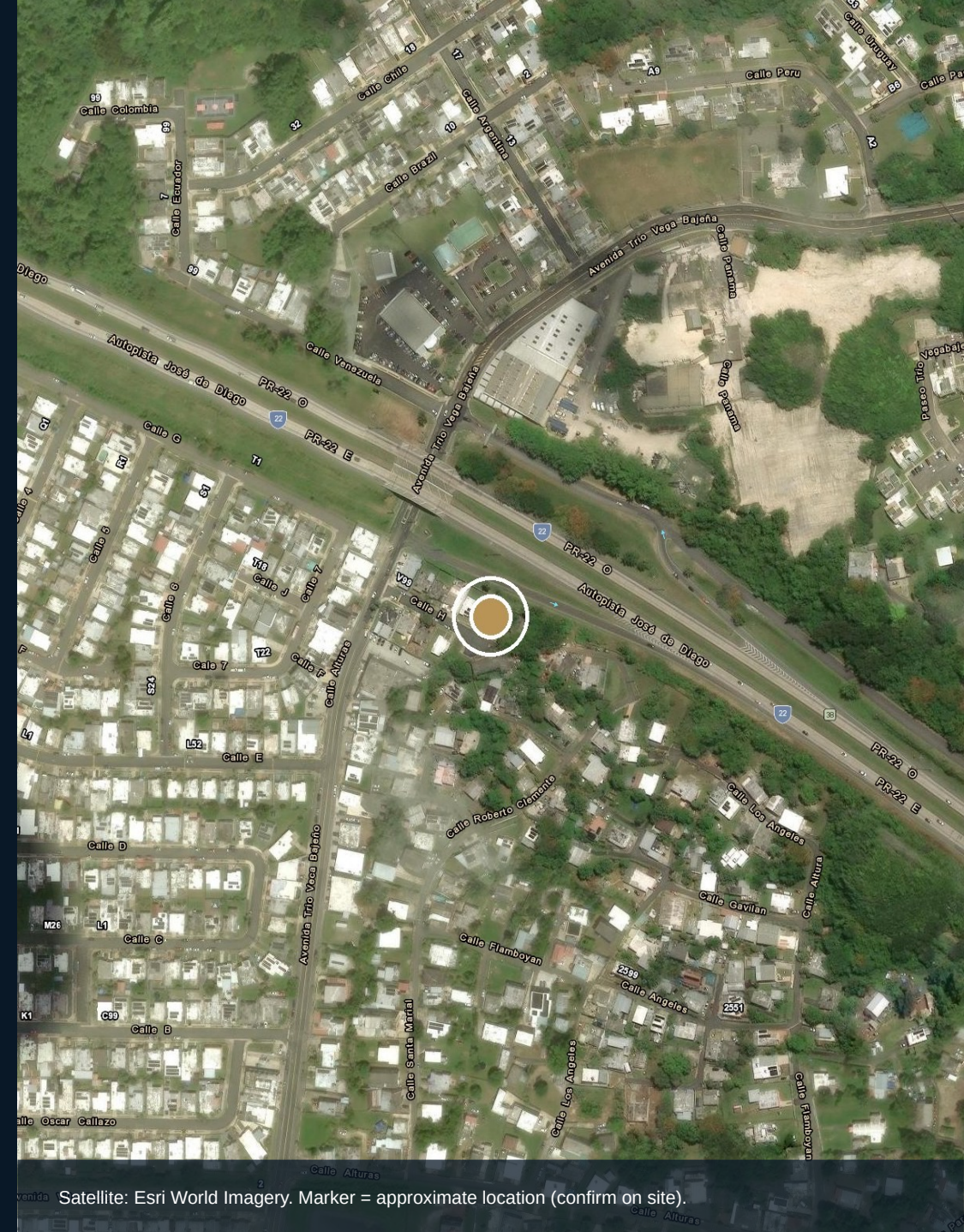
VISIBILITY

- Back yard borders PR-22, near Km 37.9
- Traffic in both directions passes alongside the lot
- Next to the Trío Vegabajeño Ave. overpass



Map: Esri World Street Map

Traffic source: PRHTA/DTOP via FHWA HPMS 2024 · 2020 count



Satellite: Esri World Imagery. Marker = approximate location (confirm on site).



“We are owners, not traders. We manage what we own.”

WHY REYMAR GROUP

One partner, four markets

01

Deal directly with the owner

Negotiate with the owner and manager of every site, with no middlemen.

02

Four markets, one contact

Metro San Juan, Carolina, the island's interior and the PR-22 north corridor.

03

Flexible terms

Agreements tailored to your structure: static or digital, on a roof, façade or ground site.

04

Hands-on management

We manage our properties directly: access, coordination and fast response.

Let's talk: one site or the full package

Choose the location that best complements your network, and we will negotiate a contract for that site.

One agreement covering Santurce City Center, Naranjito Shopping Village, Plaza Magdalena and the Vega Baja property.

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