Experience

Steen Outdoor Advertising Sold in All-Cash Deal

Stradley Ronon represented Steen Outdoor Advertising, the largest independent provider of outdoor advertising in the Philadelphia region, in its sale to Louisiana-based Lamar Advertising Co., a leading owner and operator of outdoor advertising and logo sign displays, in an all-cash deal. Launched in 1932, Steen grew to become one of the largest outdoor advertising companies in the region with a portfolio of 460 traditional billboards, including 23 digital billboards.

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