



# digital billboard location

**WEST & MAPLE**  
 259 S. West St. (SE Face)  
 Wichita, KS

## STRUCTURE #20259

Size 10' X 30'  
 Traffic 25,875 VPD (KDOT-12)

- This board is visible to northbound traffic on West Street and westbound traffic on Maple.
- Motorists along West Street are most likely headed to Towne West Mall, a major restaurant chain or strip mall from Kellogg to North 13th Street. This corridor is infamous for traffic during rush hour and families running errands on the weekends.
- Auto dealers within two miles of this billboard account for \$3.5 million dollars of used car sales. Gas stations, retail clothing and TV/computer stores are among the most popular retail stops along West Street.
- The median age for this corridor is 29 years, while the median adult age is 42 years. The average household income for those living within one mile of West Street and Maple is \$39,116/year.



### RUN MOTION GRAPHICS ON THIS STRUCTURE!

| West Wichita | # of Wks | Frequency    | Ads Per Day | Cost    |
|--------------|----------|--------------|-------------|---------|
|              | Four     | 64 seconds   | 1350        | \$1,750 |
|              | Four     | 2.13 minutes | 675         | \$1,100 |
|              | Four     | 3.2 minutes  | 450         | \$ 675  |
|              | Four     | 4.26 minutes | 335         | \$ 515  |

**[ ART REQUIREMENTS ]**  
 1500 x 500 pixels, JPEG, 96 DPI, RGB  
 Video | AVI, Mpeg, Gif

*Each ad is displayed for 8 seconds. Rates can vary based on contract length and terms. Ask your Sales Representative about multi-board and custom package rates.*