



## digital billboard location

**DODGE CITY, KANSAS**  
 2501 E. Wyatt Earp Blvd. (NE Face)  
 Dodge City, KS

### STRUCTURE #30002

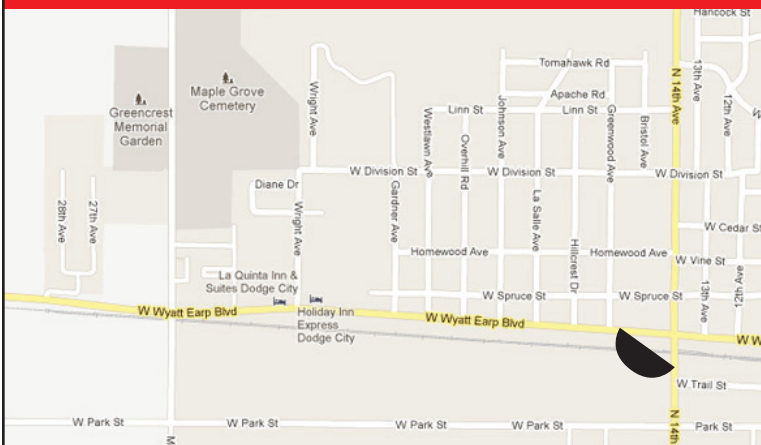
Size 8' X 16'

Traffic 26,700 VPD (KDOT-12)

- This LED unit is located in the intersection of two highways: N. 14th St. and Wyatt Earp Boulevard.
- Wyatt Earp Boulevard is the main tourist route, bringing motorists past historical sites such as Boot Hill.
- The estimated median household income in 2009 was \$41,490, up from \$37,156 in 2000. The mean pricing of a house or condo is \$88,432, up from \$65,800 in 2000.
- The Hispanic market represents 57.5 percent of the city.
- Manufacturing and food processing represents 49 percent of the workforce due to the numerous cattle ranches and processing plants.



### Western Kansas



# of Wks	Frequency	Ads Per Day	Cost
Four	64 seconds	1350	\$ 850
Four	2.13 minutes	675	\$ 500
Four	3.2 minutes	450	\$ 325
Four	4.26 minutes	335	\$ 265

### [ ART REQUIREMENTS ]

700 x 300 pixels, JPEG, 72 DPI, RGB

*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.*