

static billboard location

K-96

4190 N. Hoover Rd. (West Face)
Wichita, KS

STRUCTURE #20094

Size 14' X 48'
Traffic 39,587 VPD (KDOT-12)

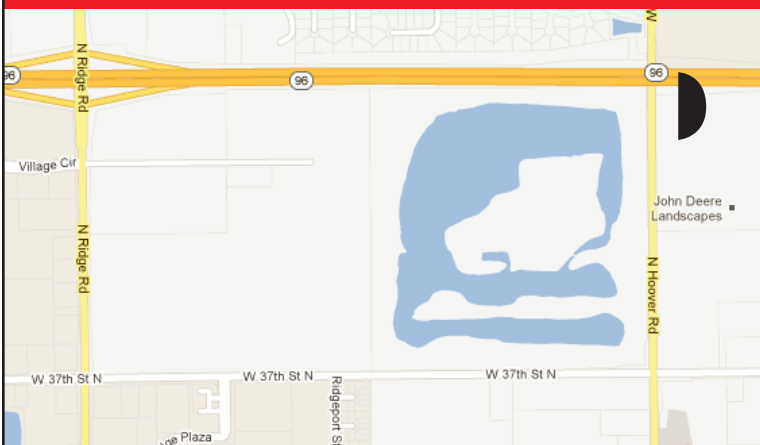
- This static unit is located in the northwest corridor of Wichita. This is the main route for motorists commuting through the northwest part of town and surrounding communities.
- Northwest Wichita is made up of several suburbs and housing developments. Almost all housing and commercial developments were built in the last 15 years.
- K-96 is the main thoroughfare for motorists traveling to and from work on I-235.
- This area is made up of young singles/upwardly mobile (young, educated, professionally employed and single), some mixed ages, some seniors and some families with school-aged children.



BILLBOARDS ARE SCARCE IN NORTHWEST WICHITA

This is the only billboard in the area competing for motorists' attention.

Northwest Wichita



Rates

Static Billboard Space: \$1,100/month
Production: \$900 (one-time fee)
Installation: \$400 (one-time fee)

[ART REQUIREMENTS]

7350 x 2250 pixels (24.5" x 7.5") 300 DPI, CMYK
.25" bleed allowance per side

File Format Options:

Adobe Photoshop, Illustrator & InDesign
Quark & Freehand (Mac & PC)
Corel Draw (PC Only)