



**Digital Billboard #2 WB - 40344 Bus. Hwy. 290, Waller, Texas 77484**

Waller Outdoor uses top-of-the-line Daktronics LED digital billboards for crisp, perfect clarity and true color technology. Daktronics is the US leader in LED billboard technology and we have two new LED billboards ready for your message. No foreign digitals for our boards so you can expect less downtime than other boards.

-This 10'x20' digital billboard is viewable when traveling Westbound on Bus. Hwy. 290 in downtown Waller, and is located just 1 ½ blocks East of the red stop light at the Wells Fargo Bank. This billboard is designed to capture the attention of all commuters traveling through Waller's 35 mph business district, which includes City Hall, the Waller Police Department and Municipal Courts, Waller Jr. High and Waller Elementary Schools, the Waller Library, the local newspaper office, banking, restaurants, medical doctor offices and clinics, day care centers, and various churches and other civic organizations. This thoroughfare delivers traffic into Waller from Hockley, Cypress, Tomball, Rosehill and Houston via Bus. Hwy. 290 and FM 2920.



<b>Location</b>	40344 Bus. Hwy. 290 Waller, Texas 77484	<b>Rate Card</b>	
<b>Facing</b>	Right side facing East	4-Week Cost	\$800 net (\$200 weekly rate)
<b>Size</b>	10' x 20'	Monthly Showings	40,500
<b>Spot Length</b>	8 seconds	Set-up fee (if applicable)	None
<b>Impressions</b>	33,860+ per week		
<b>TxDOT Panel ID</b>		TxDOT Traffic Count	approximately 3,779 vehicles per day
<b>Latitude</b>	30.055836	Production	360 pixels wide x 168 pixels high at 72 dpi
<b>Longitude</b>	-95.922639		



## Demographics

- Waller County is on the northwest side of Harris County, which is home to Houston, the fourth largest city in the United States.
- Waller is set to grow ahead of the state and Houston-Galveston area by 2050.
- Waller County is a home to Prairie View A&M University and four (4) independent school districts (Hempstead, Royal, Katy and Waller).
- Proximity to Houston plays an important role in the growth of the county and for the City of Waller.
- The City of Houston is rapidly growing towards Waller County.
- In 2014, there were 44,825 people residing in Waller County, increasing from 32,663 people in 2000 and 43,205 people in 2010.
- Waller grew faster than the Houston- Galveston Area and Texas from 2000 to 2010 and faster than Texas over the entire 2000 to 2014 time period.