

**PANEL INFO:**

SIZE:
14' x 48'

ART REQUIREMENTS:
1504 x 416 pixels

LATITUDE:
-97.17210

LONGITUDE:
37.678140

THE DETAILS:

- Captures motorists traveling west toward the airport on E.54/400.
- Visible as commuters exit onto westbound Kellogg from I-135 north and south interchanges.
- All three approaches have an extended and unobstructed view of the LED.
- Capture a diverse audience that includes business and nightlife viewers.
- This location has the highest traffic count in the City of Wichita.

VIEWINGS/IMPRESSIONS:

DAILY TRAFFIC:
119,000

TAB Audited Adults 18+

WEEKLY IMPRESSIONS:
332,115

TRAVEL DIRECTION:
West

DIRECTION PANEL FACES:
East

