

NEW BRAUNFELS LIMITED DIGITAL CONVERSION

Lamar Advertising proposes to convert 1 back-to-back location to digital.



80202

PANEL #80202

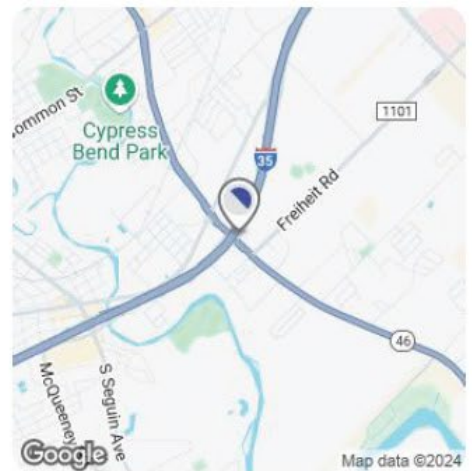
E/S I-35 @ 46

Location #1



ADVERTISING STRENGTHS: Long reading bulletin targeting tourist, commuter and local traffic in heart of New Braunfels from south and onward toward San Marcos and Austin; Near top tourist and recreation hotspots along the Guadalupe River, in quaint downtown and Texas Hill Country destinations

WEEKLY IMPRESSIONS: 523,261*
MEDIA TYPE/STYLE: Rotary Bulletin - Regular
LAT/LONG: [29.699945 / -98.09302](#)
MARKET: NEW BRAUNFELS
GEOGRAPHIC ID: 14922093
PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)
FACING/READ: South West / Right
ILLUMINATED: YES
SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population



80201

PANEL #80201

📍 E/S I-35 @ 46

Location #1



ADVERTISING STRENGTHS: Long reading bulletin targeting tourist, commuter and local traffic as they enter New Braunfels from north and onward toward San Antonio; Near top tourist and recreation hotspots along the Guadalupe River, in quaint downtown and Texas Hill Country destinations

WEEKLY IMPRESSIONS: 381,529*

MEDIA TYPE/STYLE: Rotary Bulletin - Regular

LAT/LONG: [29.699945 / -98.09302](#)

MARKET: NEW BRAUNFELS

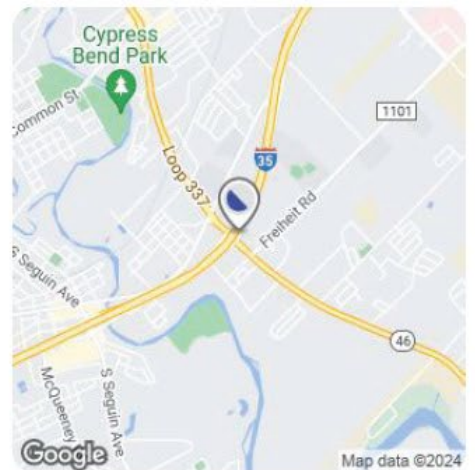
GEOGRAPHIC ID: 14922092

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: North East / Left [Video Drive-By](#)

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

Lamar will remove 4 structures completely (8 total faces).

PANEL #1008

📍 SH 46 E N/S 3.2 MI E/O IH-35 EF

Location #1



ADVERTISING STRENGTHS: North along 46 through New Braunfels toward I-35

WEEKLY IMPRESSIONS: 127,406*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.6788 / -98.0604](#)

MARKET: NEW BRAUNFELS

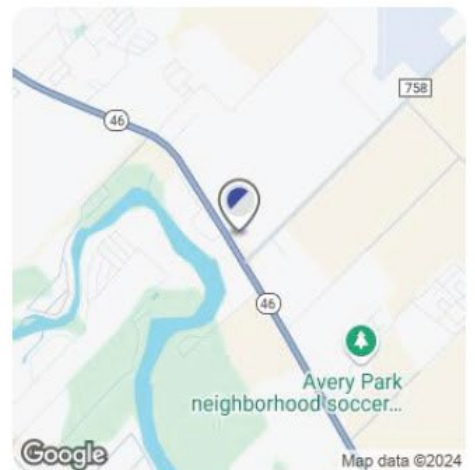
GEOGRAPHIC ID: 154753

PANEL SIZE: 10' 0" x 40' 0" [View Spec Sheet](#)

FACING/READ: South East / Right

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #1016

📍 SH 46 E N/S 3.2 MI E/O IH-35 WF

Location #1



ADVERTISING STRENGTHS: Southeast from New Braunfels toward Seguin and I-10

WEEKLY IMPRESSIONS: 124,153*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.6788 / -98.0604](#)

MARKET: NEW BRAUNFELS

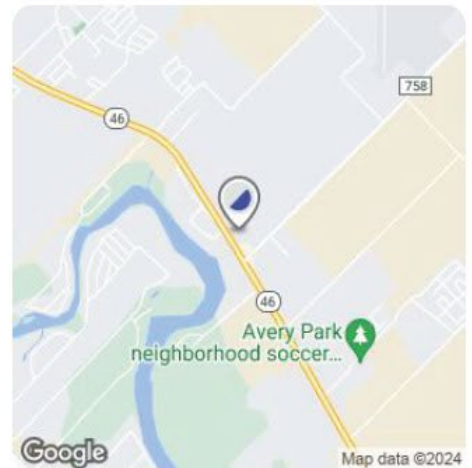
GEOGRAPHIC ID: 154761

PANEL SIZE: 10' 0" x 40' 0" [View Spec Sheet](#)

FACING/READ: North West / Left

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #43941

I-35 .4 MI S/O FM 306 E/S

Location #1



ADVERTISING STRENGTHS: Targeting traffic to New Braunfels - home to Schlitterbahn Waterpark, Landa Park, Wurstfest, and other activities

WEEKLY IMPRESSIONS: 290,519*

MEDIA TYPE/STYLE: Junior Bulletin - Regular

LAT/LONG: [29.7241 / -98.0829](#)

MARKET: NEW BRAUNFELS

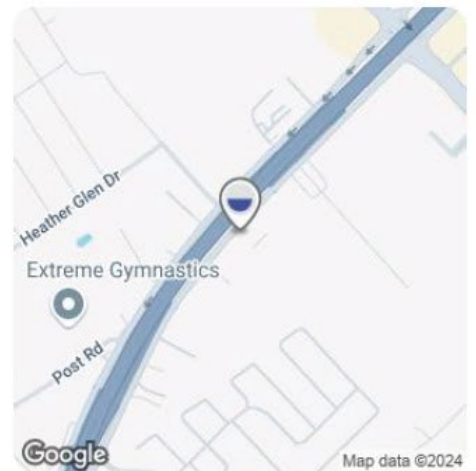
GEOPATH ID: 30663383

PANEL SIZE: 10' 0" x 32' 0" [View Spec Sheet](#)

FACING/READ: North / Left

ILLUMINATED: NO

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



Map data ©2024

*Impression values based on: Total Population

PANEL #43942

I-35 .4 MI S/O FM 306 E/S

Location #1



ADVERTISING STRENGTHS: Located just outside central New Braunfels at the nations largest Buc-ee's

WEEKLY IMPRESSIONS: 524,081*

MEDIA TYPE/STYLE: Junior Bulletin - Regular

LAT/LONG: [29.7241 / -98.0829](#)

MARKET: NEW BRAUNFELS

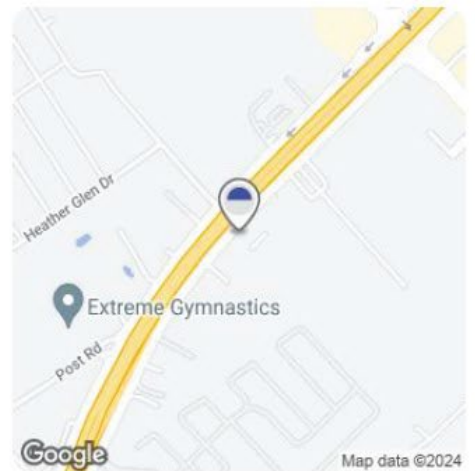
GEOPATH ID: 30663384

PANEL SIZE: 10' 0" x 32' 0" [View Spec Sheet](#)

FACING/READ: South / Right

ILLUMINATED: NO

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #90411

📍 E/S I-35 N/O BUS 35 SCHMIDT AVE

Location #1



ADVERTISING STRENGTHS: Unit targets southbound IH-35 commuters leaving New Braunfels to San Antonio.

WEEKLY IMPRESSIONS: 311,160*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.682005 / -98.14168](#)

MARKET: NEW BRAUNFELS

GEOGRAPHIC ID: 155744

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: North East / Left

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #90412

E/S I-35 N/O BUS 35 SCHMIDT AVE

Location #1



ADVERTISING STRENGTHS: Bulletin targets northbound IH-35 commuters from San Antonio as they enter the New Braunfels city limits.

WEEKLY IMPRESSIONS: 405,316*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.682005 / -98.14168](#)

MARKET: NEW BRAUNFELS

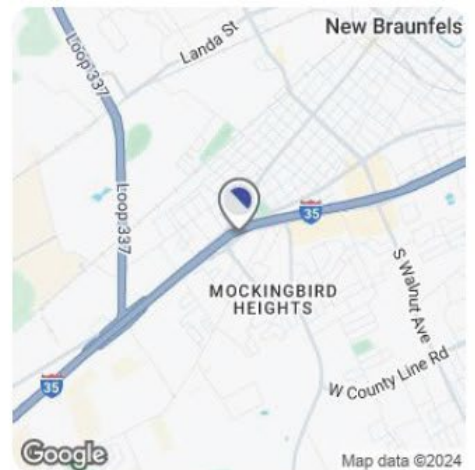
GEOGRAPHIC ID: 155745

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: South West / Right

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #10121

📍 LOOP 337 .2MI W/O I-35 F/E

Location #1



ADVERTISING STRENGTHS: Excellent location in the center of New Braunfels towards Llano Park and Schlitterbahn

WEEKLY IMPRESSIONS: 166,249*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.702946 / -98.096865](#)

MARKET: NEW BRAUNFELS

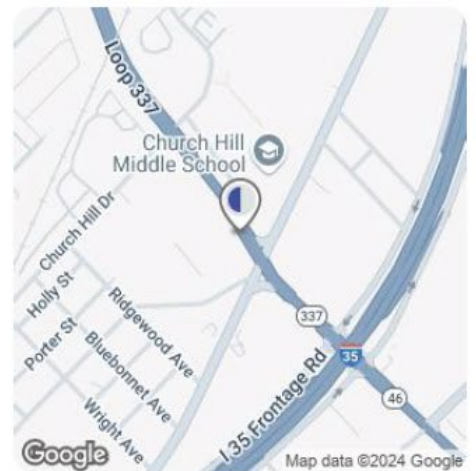
GEOPATH ID: 30637939

PANEL SIZE: 10' 6" x 36' 0" [View Spec Sheet](#)

FACING/READ: East / Left

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

PANEL #10122

📍 LOOP 337 S/S .2MI W/O I-35 F/W

Location #1



ADVERTISING STRENGTHS: East back toward I-35

WEEKLY IMPRESSIONS: 161,789*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.702946 / -98.096865](#)

MARKET: NEW BRAUNFELS

GEOGRAPHIC ID: 154757

PANEL SIZE: 10' 6" x 36' 0" [View Spec Sheet](#)

FACING/READ: West / Right

ILLUMINATED: YES

SHIPPING ADDRESS: 7020 US Hwy 290 East
Austin, TX 78723



*Impression values based on: Total Population

In Addition:

Lamar will guarantee the city of New Braunfels a timeslot rotating every year (in 6 month intervals) between the north and south sides of the digital board, and will continue to provide space for Amber, Silver and other National and Regional emergency alerts.

Benefits to the community:

- Opportunity for local advertisers to enjoy the benefits of digital advertising
- Reduction in night sky pollution (this proposal will eliminate 16 light fixtures)
- Removal of clutter (other billboards)
- Self promotion of New Braunfels for events, hiring campaigns, weather updates, and other city opportunities

This proposal, if accepted, would be in the form of an agreement without having to amend the sign ordinance.