



LOCATION LIST

NEW BRAUNFELS-PREVIOUS AMENDED PARCELS VS NEW (PRO...

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	80201	14922092	Rotary Bulletin / Regular	North East	14' 0" x 48' 0"	381,529	YES
Location: E/S I-35 @ 46 CURRENT Current Advertiser: THE CAUSEWAY AGENCY LLC Miscellaneous: ***Previously Amended Location								
	2	80202	14922093	Rotary Bulletin / Regular	South West	14' 0" x 48' 0"	523,261	YES
Location: E/S I-35 @ 46 CURRENT Current Advertiser: MEANWHILE BREWING CO. Miscellaneous: ***Previously Amended Location								
	3	1325	155004	Permanent Bulletin / Regular	South West	14' 0" x 48' 0"	432,249	YES
Location: IH-35 N., 1/2 MI N/O HWY 306 PROPOSED Current Advertiser: BLUE COMPASS RV Miscellaneous: ***New Amended Location								
	4	1348	155026	Permanent Bulletin / Regular	North	14' 0" x 48' 0"	464,027	YES
Location: IH-35 N., 1/2 MI N/O HWY 306 PROPOSED Current Advertiser: COOPER'S BBQ Miscellaneous: ***New Amended Location								

Total Weekly Impressions: 1,801,066

CURRENT APPROVED SIGN CONVERSION

PANEL #80201

📍 E/S I-35 @ 46

Location #1



ADVERTISING STRENGTHS: PLEASE NOTE THIS PANEL IS BEING CONVERTED TO DIGITAL IN 2025 AND IF CONTRACTED NOW WOULD BE SAME COST FOR ONE SPOT ON NEW DIGITAL; 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

GEOPATH ID: 14922092

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

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

ILLUMINATED: YES

MISCELLANEOUS: ***Previously Amended Location

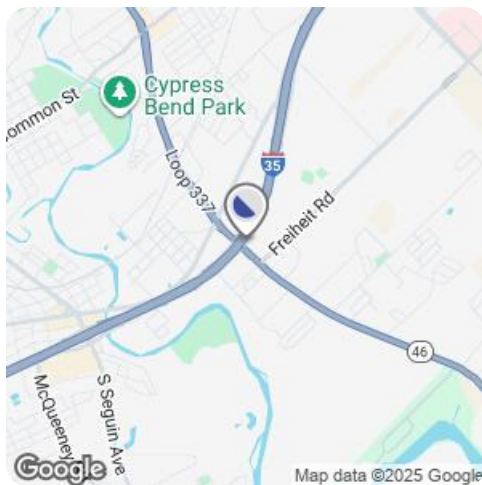
SHIPPING ADDRESS: 7020 US Hwy 290 East Austin, TX 78723

CURRENT APPROVED SIGN CONVERSION

PANEL #80202

📍 E/S I-35 @ 46

Location #2

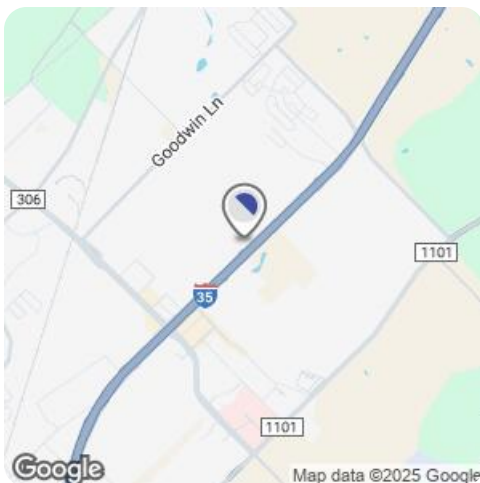


MARKET:	NEW BRAUNFELS
GEOPATH ID:	14922093
PANEL SIZE:	14' 0" x 48' 0" View Spec Sheet
FACING/READ:	South West / Right
ILLUMINATED:	YES
MISCELLANEOUS:	***Previously Amended Location
SHIPPING ADDRESS:	7020 US Hwy 290 East Austin, TX 78723

PANEL #1325 PROPOSED NEW SIGN CONVERSION LOCATION

📍 IH-35 N., 1/2 MI N/O HWY 306

Location #2



ADVERTISING STRENGTHS: North along I-35 headed toward San Marcos from New Braunfels

WEEKLY IMPRESSIONS: 432,249*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.736545 / -98.070105](#)

MARKET: NEW BRAUNFELS

GEOGRAPHIC ID: 155004

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

FACING/READ: South West / Le

ILLUMINATED: YES

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

PROPOSED NEW SIGN CONVERSION LOCATION

PANEL #1325

📍 IH-35 N., 1/2 MI N/O HWY 306

Location #1



ADVERTISING STRENGTHS: North along I-35 headed toward San Marcos from New Braunfels

WEEKLY IMPRESSIONS: 432,249*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.736545 / -98.070105](#)

MARKET: NEW BRAUNFELS

GEOGRAPHIC ID: 155004

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

FACING/READ: South West / Le

ILLUMINATED: YES

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



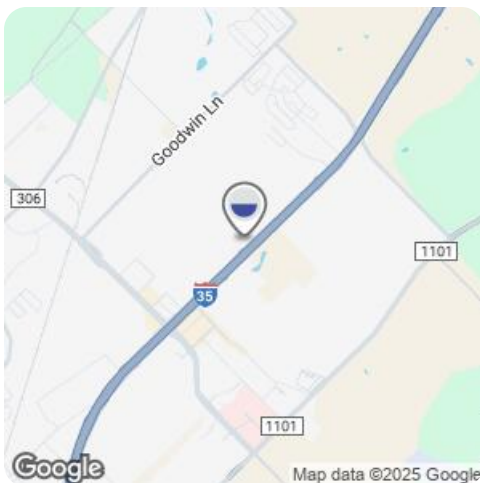
*Impression values based on: Total Population

PANEL #1348

PROPOSED NEW SIGN CONVERSION LOCATION

📍 IH-35 N., 1/2 MI N/O HWY 306

Location #1



ADVERTISING STRENGTHS: South from San Marcos into New Braunfels

WEEKLY IMPRESSIONS: 464,027*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.736545 / -98.070105](#)

MARKET: NEW BRAUNFELS

GEOPATH ID: 155026

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

FACING/READ: North / Right

ILLUMINATED: YES

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

PROPOSED NEW SIGN CONVERSION LOCATION

PANEL #1348

📍 IH-35 N., 1/2 MI N/O HWY 306

Location #1



ADVERTISING STRENGTHS: South from San Marcos into New Braunfels

WEEKLY IMPRESSIONS: 464,027*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [29.736545 / -98.070105](#)

MARKET: NEW BRAUNFELS

GEOGRAPHIC ID: 155026

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

FACING/READ: North / Right

ILLUMINATED: YES

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



*Impression values based on: Total Population