



WEST CHESTER OUTDOOR ADVERTISING



WHAT WE'LL BE COVERING

WEST CHESTER
OUTDOOR ADVERTISING

SUMMARY

- Where is West Chester Outdoor Advertising (WCOA) Located?
- Who are Our Clients
- What Does WCOA Do?
- Why Choose West Chester Outdoor Advertising
- Advertising Opportunities



**WHERE IS WEST CHESTER OUTDOOR
ADVERTISING LOCATED?**



**525 HANNUM AVE.
WEST CHESTER, PA
19380**

WHAT IS WEST CHESTER OUTDOOR ADVERTISING?

WEST CHESTER
OUTDOOR ADVERTISING

It is the Borough of
West Chester's
ONLY Digital
Advertising
Billboard



CLIENTS

WEST CHESTER
OUTDOOR ADVERTISING



WHAT IS **WEST CHESTER**
OUTDOOR ADVERTISING ?

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WEST CHESTER, PA AUDIENCE METRICS

WEST CHESTER
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Population Statistics

Summary

2010 Census	50,619
2022 Estimate	53,917
2027 Projection	54,861
'10 - '22 % Change	6.5%
'22 - '27 % Change	1.8%

Age Cohorts

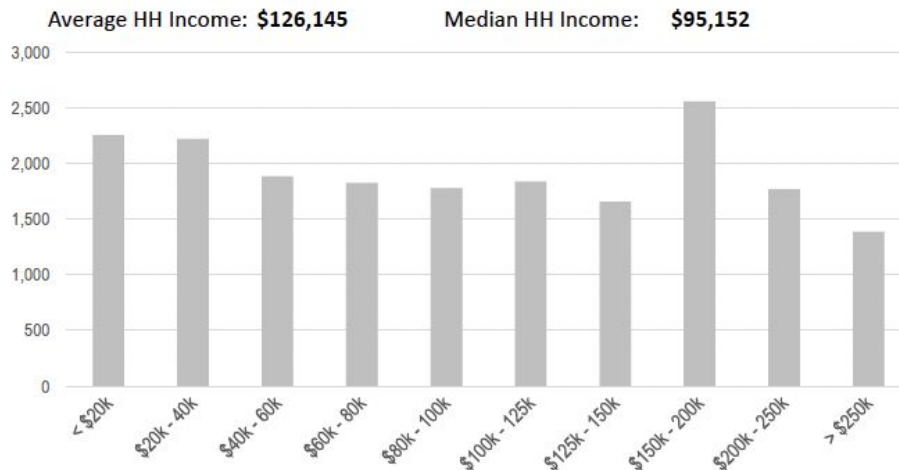
Population: < 18	9,696	18.0%
Population: 18 - 35	17,164	31.8%
Population: 35 - 50	9,395	17.4%
Population: 50 - 65	9,343	17.3%
Population: > 65	8,318	15.4%

Median Age: 35.1

Education

HS grad. or less	7,493	22.1%
Some college	4,350	12.8%
Assoc./prof. degree	3,068	9.1%
Bachelor's degree	12,342	36.5%
Master's or higher	6,598	19.5%

Yearly Income by Household



Mode of Transportation to Work

Car, truck, or van	24,450	88.2%
Public trans.	664	2.4%
Motorcycle	26	0.1%
Bicycle	89	0.3%
Walked	2,275	8.2%
Other means	122	0.8%

Watchfire Signs makes no representation concerning the accuracy of data obtained from state or national geodatabase sources.

Who are we?

WEST CHESTER
OUTDOOR ADVERTISING

MISSION

The mission of West Chester Outdoor Advertising is to support business growth and strengthen our community through high quality billboard marketing services.

LOCATION

We are located at the intersection of 162 and 322 (Hannum Avenue) outside of downtown West Chester.

Who do we reach?



- Our Dual-Sided Digital Billboard reaches 11,684 vehicles per day commuting through the Borough of West Chester.
- We reach people from all over Chester County as they visit the county seat and the renowned, downtown restaurants.
- Local Businesses can utilize our billboard to obtain targeted advertising to a wide range of ages and demographics.
- In addition, you will reach the 20,000 West Chester University students which is unique to our audience targeting.

What value do we bring?

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Visual Impressions Per Day

16,846

Cost Per Impression

\$.00234

Cost Per 1,000 Impressions

\$1.90

Yearly Exposures

5,926,140

How do our clients maximize digital billboard advertising?

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- Increased Brand Awareness
- Driving long term success and top of mind recognition
- New program or business launches
- Community Impact Messages
- Event Marketing

How does the billboard help local businesses?

"I have really enjoyed the buzz that the billboard has created. Many people have come up to me to tell me their child has recognized me and been so excited! I have been able to build brand awareness as well as represent the community where I live and work. My hope is that the billboard usage will make me a household name in the Chester County area.

-Jillian O'Brien

Jillian O'Brien Insurance

"We have received SO many phone calls since we started using the billboard! It is incredible how we are reaching more people through advertising with West Chester Outdoor Advertising!"

-Myriam Ruager

Chester County Connect Care

We are so pleased to partner with West Chester Outdoor Advertising to provide more value and exposure to the businesses and organizations that are members of our Chamber. It is because of strong community partnerships like West Chester Outdoor Advertising that the GWCC is able to better serve our community.

-Katie Walker

West Chester Chamber of Commerce

SIDE-BY-SIDE COMPETITOR ANALYSIS

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Location	Impressions Per Week	52 Week Rate Per Location
RT 30 BYPASS,.1 MI W/O RT 322 EXIT NS FE	81,101	\$28,519
RT30 BYPASS,.1 MI W/O RT 322 EXIT	76,345	\$28,519
Rt 322 W,50' E/O Creek Parkway NS FE	108,887	\$35,929
Rt 30 Bypass, .5 mi W/O Rt 113 SS FW	226,064	\$44,616
Rt 202, 1.2 mi. S/O Route 1 FS	168,706	\$63,375
Rt 202, 1.2 mi. S/O Route 1 FN	140,835	\$72,579



Location	Impressions Per Week	52 Week Rate
RT 30 Bypass	117,765	\$60,000



Location 525 Hannum Ave

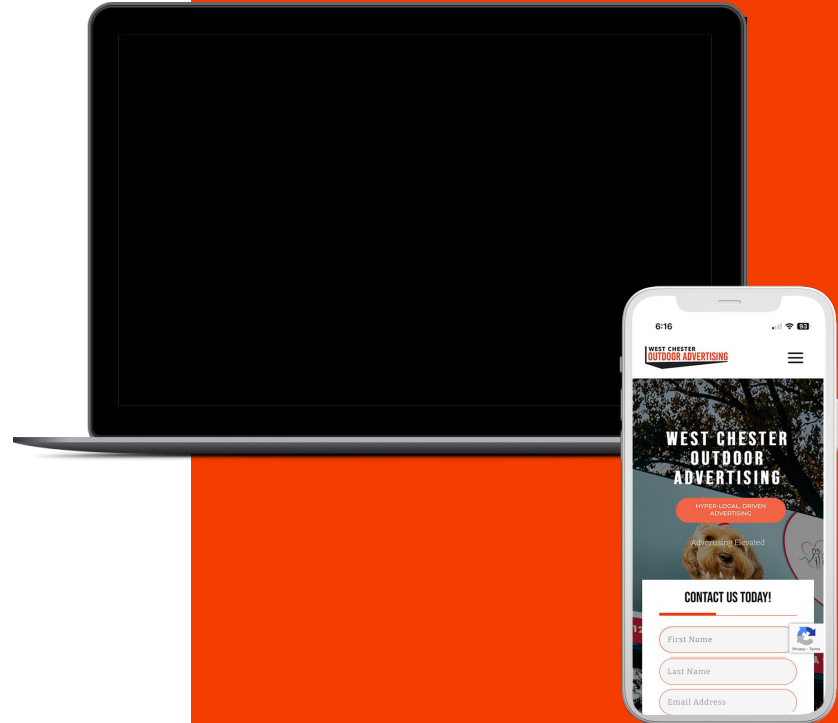
Impressions Per Week	52 Week Rate - Single Side	52 Week Rate - Two Sides (10% Discount!)
81,788	\$11,100	\$19,980

- Both Sides Contract - **10% discount**
- West Chester Chamber Member - **10% Discount**
- Non-profit (Register 501c3) - **20% discount**

BUT WAIT! THERE'S MORE! | ADDED BONUS

WEST CHESTER
OUTDOOR ADVERTISING

- All clients (past and present) image will be posted on WCAAdvertising.com
- All active clients will receive a link from WCAAdvertising.com to their business website
- All active clients will receive one social media post per month on WCOA's Facebook, Instagram, and LinkedIn pages.



INTERESTED IN ADVERTISING WITH US?

MONTHLY & LONG TERM CONTRACTS
AVAILABLE
AFFORDABLE RATES
NON PROFIT DISCOUNTS

info@wcadvertising.com

484-202-0715

wcadvertising.com

525 HANNUM AVE, WEST CHESTER, PA 19380

WEST CHESTER OUTDOOR ADVERTISING

"Supporting business growth to strengthen our community"