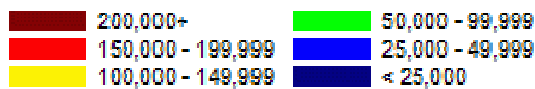


Digital Billboards will be drawn to High Traffic Roadways



Map of San Antonio Traffic Patterns



Legend

	FWY	LOCATION	2006 AADT	'05-'06 % CHG
1	10	Callaghan Rd.	216,000	+9.51%
2	35	Thousand Oaks	214,000	+12.85%
3	10	DeZavala Rd.	209,000	+6.88%
4	35	O'Connor Rd.	193,000	+14.81%
5	35	S of Rittiman Rd.	188,000	+3.01%
6	35	McCullough Ave.	187,000	-0.12%
7	35	N of Walzem Rd.	184,000	+7.18%
8	410	Evers Rd.	181,000	+2.06%
9	10	Huebner Rd.	179,000	+9.88%
10	35	S of Walzem Rd.	178,000	+4.68%
11	35	S. Laredo St.	176,000	+3.41%
12	410	Vance Jackson Rd.	172,000	+1.62%
13	410	Blanco Rd.	171,000	+6.19%
14	281	Brookhollow Dr.	169,000	+26.63%
15	410	Broadway	168,000	+2.13%
16	410	McCullough Ave.	165,000	+1.85%
17	10	Frio St.	164,000	-3.25%
	10	Crossroads Blvd.	164,000	-1.31%
18	35	Pat Booker Rd.	162,000	+21.87%
	281	Nakoma Rd.	162,000	+3.24%
19	35	N. New Braunfels Ave.	160,000	-0.32%
20	35	Theo Ave.	157,000	+4.74%
	410	Nacogdoches Rd.	157,000	+2.18%
21	10	S of Loop 1604	151,000	+5.40%
22	410	S of Bandera Rd.	150,000	-8.41%

Tabulation of Highest Traffic Segments

Adapted from "The Texas Highwayman Pages"

<http://www.texhwyman.com/traffic.htm>

(Thanks to Brian Purcell for permission to use.)

For the full report, see "The Economics of San Antonio's Digital Billboard Ordinance" at

http://www.vjni.org/Issues/_Digital-Billboards/20080318_Billboard-Economics_pdf.pdf