

DALLAS OOH

Watters Creek Digital Bulletin



Watters Creek at Montgomery Farm is a unique, resort-style mixed-use development. With its vertically dense design, this 52-acre project incorporates a complete mix of uses including a large creekside village green, interactive public art, a variety of retail options, restaurants featuring al fresco dining and water views, and office space and residential lofts. Located on the southwest corner of U.S. 75 and Bethany Drive in Allen, Watters Creek will serve as the new commercial heart for surrounding areas of North Texas.

At a Glance: Allen

Population :	98,143
Median Age :	35
Median Household Income :	\$101,636
Median Home Value :	\$265,000
Adults with High School Diploma :	95.7%
Adults with Bachelor's Degree or Higher :	52%

Advertising Specifications

Location : Allen	LED : 264 x 936
Material : Digital	DPI : 72
Size : 14' x 48'	Color : RGB
Weekly Impressions: 1,365,000+	Bit Depth : 24
Loop Length : 64 Seconds	
Spot Length : 8 Seconds	

Dallas: Covered in 14x48 bulletins. 50 Digital Billboard permits granted for existing locations. No new billboards have been allowed since 2000.

Richardson: 6 miles of heavy commuter traffic along Central Expressway (75) and a 2020 population of 127,257 has never allowed billboards.

Frisco: A 2020 population of 215,060 with a 10 year growth rate of 71.1%, outpacing all US cities, has never allowed billboards.

Plano: 4.6 miles of Central Expressway (75) and a 2020 population of 288,539 has static bulletins restricted to 10 x 30.

McKinney: 8.8 miles of Central Expressway (75) with a 2020 population of 195,342 very few static bulletins and they are restricted to 10 x 28.

