

CHARLOTTE, NC

Charlotte, the second largest banking center in the US, is located 93 miles southwest of Greensboro and 170 miles southwest of Raleigh. Charlotte exudes southern hospitality and charm, quiet tree-lined streets, a bustling urban landscape, exciting nightlife, a thriving arts community and a Mecca for sports.

KEY STATS

City Population: 540,828

County Population: 695,454

Metro Population: 1,334,679

Median Household Income: \$46,975

Charlotte Southwest CPM Averages:

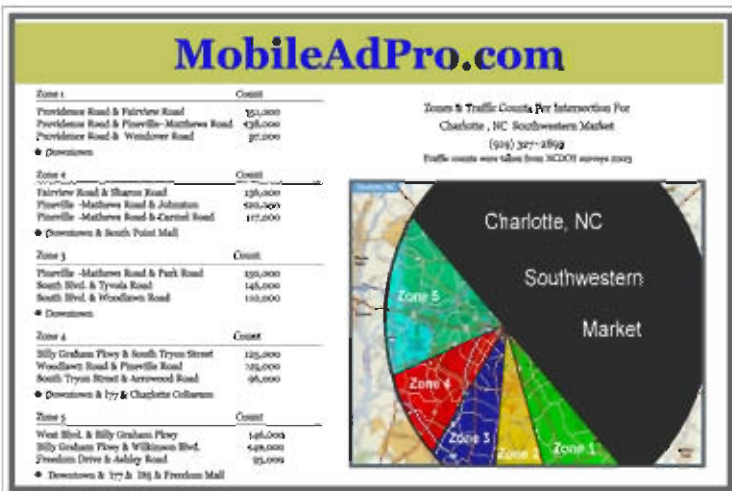
Average Intersection Traffic Count:
Multiplied by 20 out of 28 days on the road:
Divided by average card rate of \$2,500:

125,667 (Average Daily Exposures)
2,513,333 (Average Monthly Exposures)
\$0.99 (Average CPM)

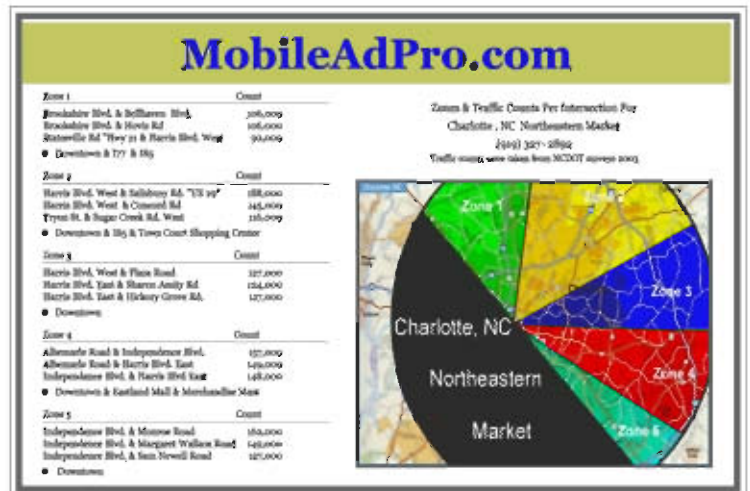
Charlotte Northeast CPM Averages:

Average Intersection Traffic Count:
Multiplied by 20 out of 28 days on the road:
Divided by average card rate of \$2,500:

133,867 (Average Daily Exposures)
2,677,333 (Average Monthly Exposures)
\$0.93 (Average CPM)



Charlotte (Southwest)



Charlotte (Northeast)