

WILMINGTON, NC

Wilmington, seat of New Hanover County and popular historic community, sits on the bank of North Carolina's Cape Fear River. Wilmington is a deep-water port connected directly to the Atlantic Ocean.

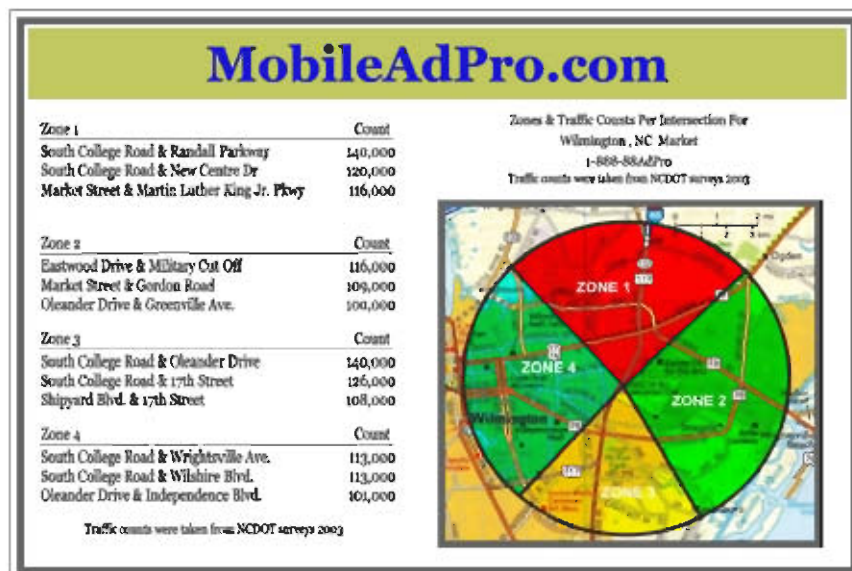
KEY STATS

City Population:	75,838
County Population:	160,307
Metro Population:	233,450
Median Household Income:	\$31,099

Wilmington CPM Averages:

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

116,833 (Average Daily Exposures)
2,336,667 (Average Monthly Exposures)
\$1.07 (Average CPM)



Wilmington