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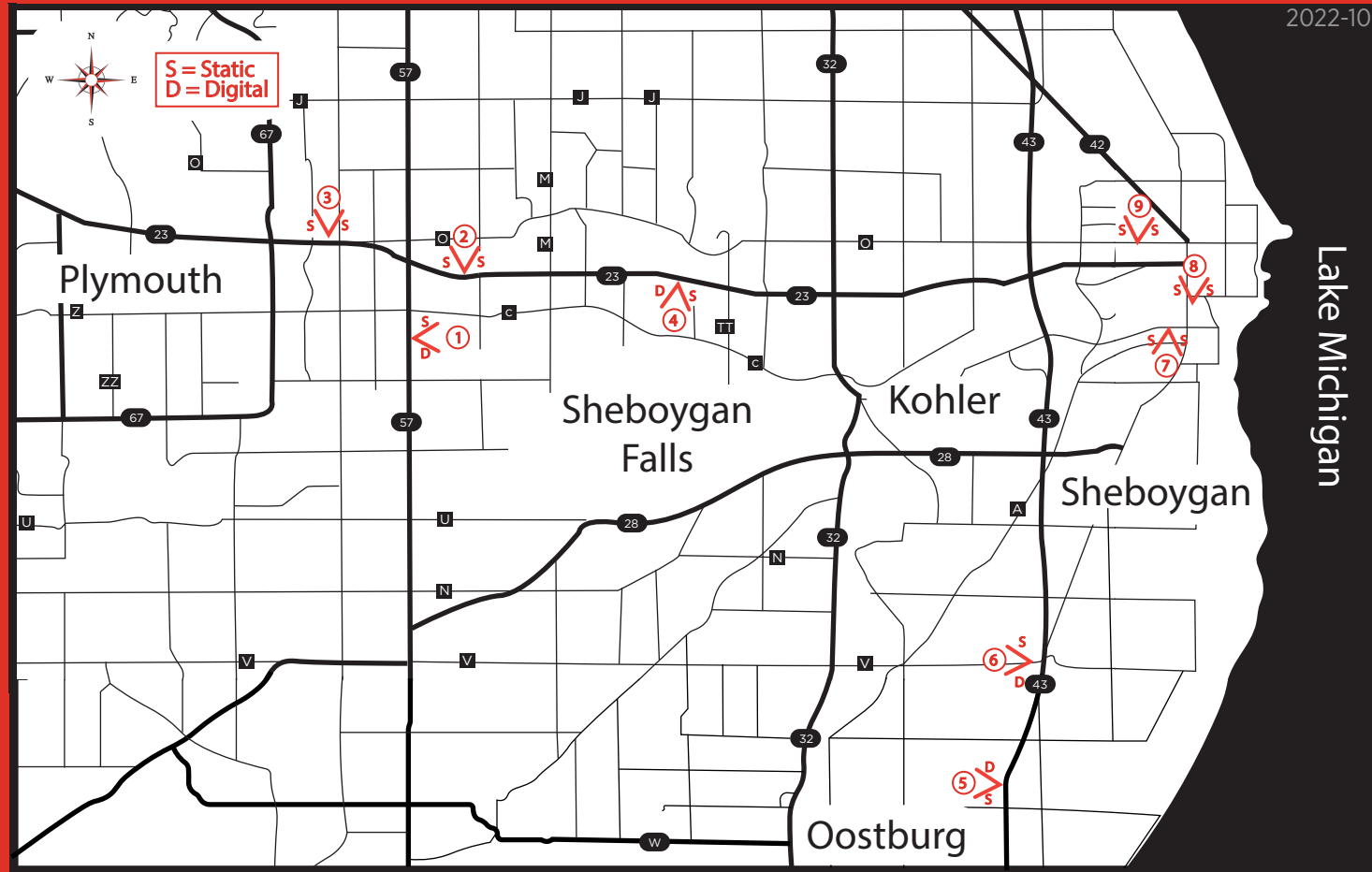
## BILLBOARD LOCATIONS SHEBOYGAN COUNTY

### DEC Calculator

According to the OAAA the DEC is calculated by assuming that each vehicle contains 1.38 people (18 years and older). That variable is divided into two (to measure only one direction of the road). These statistics assume outdoor media is featured with 24 hours of illumination.

### TCMap: Wisconsin Department of Transportation Traffic Count Map

Traffic counts are reported as the number of vehicles expected to pass a given location on an average day of the year. This value is called the "annual average daily traffic" or AADT. AADT information is provided for a location each year the data was available. WisDOT collects continuous count data that is collected 24 hours a day, 7 days a week at approximately 300 sites statewide.



2022-10  
Lake Michigan

### Plymouth

	Traffic - Media - Panel #	Traffic - Media - Panel#	SIZE	Lat/Long	DEC
1 Hwy 57 & C	North-Digital-P100	South - Static - P101	12' x 24'	87-56'25" W x 43-44'-25" N	17,388
2 Hwy 23 & Willow Rd.	West-Static-P102	East - Static - P103	14' x 48'	87-55' 21" W x 43'-45"17 N	30,222
3 Hwy 23 East of Hwy 67	West-Static-P104	East - Static - P105	14' x 48'	87-58' 15" W x 43-45'-42" N	24,702

### Sheboygan Falls

	Traffic - Media - Panel #	Traffic - Media - Panel#	SIZE	Lat/Long	DEC
4 Hwy 23 & Sunset Rd.	West-Static-SF100	East - Digital - SF101	14' x 48'	87-52'23" W x 43-45'12" N	34,086

### Sheboygan

	Traffic - Media - Panel #	Traffic - Media - Panel#	SIZE	Lat/Long	DEC
5 I-43 & Wilson-Lima Rd	North-Static-S100	South - Digital - S101	14' x 48'	87- 46'12" W x 43-38'42" N	45,540
6 I-43 & Weeden Creek Rd	North-Digital-S102	South - Static - S103	14' x 48'	87- 45'35" W x 43-42'02" N	45,540
7 1723 Indiana Ave	West-Static-S104	East - Static - S105	12' x 48'	87-43'44" W x 43-44'34" N	11,317
8 Penn Ave & N.13th St.	West-Static-S106	East - Static - S107	12' x 24'	87-43'16" W x 43-44'59" N	12,144
9 Superior Ave & N.18th St.	West-Static-S108	East - Static - S109	12' x 24'	87-43'43" W x 43-45'38" N	13,110