



Trans-Ad Outdoor LTD

15 Highwoods Drive • Guilford, Connecticut 06437

Coastal Link *The most prestigious route in CT*

Traveling through one of the wealthiest counties in the country; Coastal Link travels along the Route 1 corridor through the towns of Norwalk, Westport, Fairfield, Bridgeport, Stratford and Milford. Day & Night, 7 days a Week.

Average daily traffic per mile for the 24.5 mile route in 2008 was 62,961.*

Coastal Link:	Total Population	18+ Population	Median HH Income	Average HH Income
Norwalk	82,951	64,641	\$59,839	\$68,219
Bridgeport	139,529	99,857	\$34,658	\$39,571
Fairfield	57,340	43,731	\$83,512	\$100,920
Milford	52,305	40,627	\$61,183	\$71,226
Stratford	49,976	38,470	\$53,494	\$64,364
Westport	25,749	18,559	\$119,872	\$152,849
	407,850	305,885	\$60,511	\$69,723

Census Statistics: 2000

Full Wrap Rates (billed every 4 weeks)

\$2,495 - 104 weeks

\$2,995 - 52 weeks

\$3,995 - 28 weeks

- STOPS:** Norwalk Wheels Hub (Downtown Norwalk),
 Post Rd & Dry Hill Rd (Stew Leonard's),
 Post Rd & Lois St (Birchwood Corners Shopping Center),
 Post Rd & Main St (Downtown Westport),
 Post Rd & Bulkley Ave (Westport Shopping Plaza),
 Post Rd & Mill Plain Rd (Downtown Fairfield Near RR Station),
 Fairfield Circle,
 Bridgeport bus station (next to Bridgeport RR Station),
 Main St & Stratford Ave,
 Main St & Barnum Ave,
 The Dock Shopping Center,
 Milford Green & RR Station,
 CT Post Mall



Coastal link maps supplied by Milford Transit District, Greater Bridgeport Transit, and Wheels (Norwalk Transit).

*Source: 2007 & 2008 CT Dept of Transportation Traffic Log, 2007 ADT/mile 61,955)