

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Digital Billboards

QUOTES

"The ability to change messages on a dime has cracked open new outdoor advertising categories and allowed existing outdoor advertisers to incorporate more of their media plan into outdoor."

-Advertising Age

"Electronically, advertisers can show the right ad at the right time."

-Outdoor Advertising Magazine

"With the digital billboards, advertisers will have more control over their messages and their timing."

-Business Week

"The ability to display a targeted message at different times of the day makes them particularly compelling."

-Time Magazine

"Outdoor is not an on-demand medium. You can't choose to see it, you have to see it."

-Advertising Age

QUESTIONS?

Mike Parsons - National Creative Director
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Utilizing the newest technology, digital billboards are computer controlled LED displays. Their colors are vibrant and the images are crystal-clear.

Six advertisers rotate continuously, each one having eight seconds to display a static image. Ads can be scheduled to run at certain times of the day or on particular days of the week.

Digital billboards are the perfect medium for advertiser who want the impact of traditional outdoor and the flexibility of Internet advertising.

THE BENEFITS

NO PRODUCTION COSTS - Because ads are displayed electronically, you have no printing or shipping costs.

FLEXIBILITY - Digital Billboards give you the freedom to update your message weekly, daily, even hourly.

MULTIPLE MESSAGES - Unconstrained by production and space cost, you can display multiple messages.

DYNAMIC CONTENT - Digital billboards give the advertisers the advantage to deliver real-time information in your ads. Such as, weather, stock quote, interest rates and news headlines.

SPECS

For complete technical specs visit www.fairwayoutdoor.com/specs/