

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



# Who We Are



## FAST FACTS

DMA Rank: 87

DMA Population (Adults 18+): 684,078

Population Change from 1990-2004: 18%

Median Age: 37.5

Avg. Household Income: \$50,048

Avg. Number of Vehicles per Household: 1.9

Total Vehicles: 672,144

## INTERSTATE & TOURISM ROUTES

I-75	I-24	Hwy 27
Hwy 153	Hwy 58	Hwy 64
Hwy 111	Route 411	

## MEDIA

30-Sheet Poster	Permanent Bulletin
8-Sheet Poster	Rotary Bulletin

## FAIRWAY OUTDOOR ADVERTISING OF THE CHATTANOOGA, TN

Chattanooga, known as the Scenic City, is located along the Tennessee River and surrounded by the mountains of southeast Tennessee.

Chattanooga is the hub of a thriving region because it is located at the crossroads of the three states: Alabama, Georgia and Tennessee. An extensive system of highway, air, water and rail transportation helps make Chattanooga a major transportation and distribution center. The city is within a one day drive of nearly one-third of the major U.S. markets and population. It is also within 140 miles of Nashville, Atlanta, Knoxville, Huntsville and Birmingham.

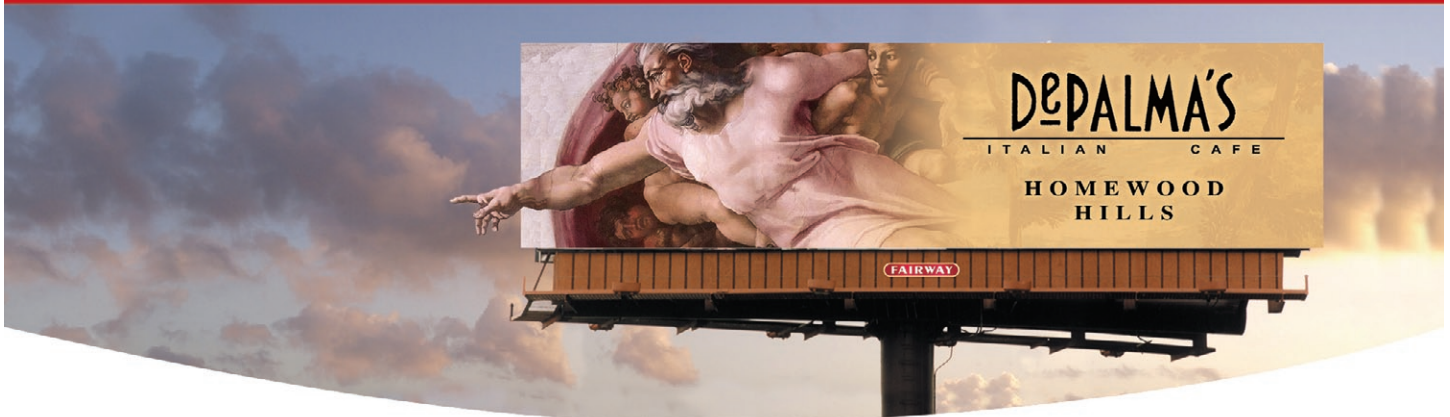
Chattanooga is home to three Fortune 500 companies. Also, Chattanooga has a thriving economy with one of the lowest unemployment rates in the country. The Chattanooga area's tourism industry is anchored by the downtown river-front redevelopment which includes the Tennessee Aquarium, the Children's Creative Discovery Museum and one of the few IMAX 3-D theaters in the country. More than 7 million people visit Chattanooga annually to explore the city's past, participate in activities and enjoy the region's unique sights and culture. Major traffic goes through I-75 and I-24 to reach Chattanooga.

Fairway Outdoor Advertising is the metro's only full-service outdoor advertising firm offering clients Rotary Bulletins, Permanent Bulletins, 30-sheet Posters and 8-sheet Poster coverage. This diverse product mix provides extensive distribution throughout the metro area and into the upper portion of northwest Georgia.

To see detailed maps of our markets visit [www.FairwayOutdoor.com/mediakit/](http://www.FairwayOutdoor.com/mediakit/)

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## OUR MARKETS

### GSA Market

The GSA market is anchored by the Greenville / Spartanburg, SC DMA. Fairway's GSA division covers South Carolina's mega-growth corridor of I-85 and I-26.

### Piedmont Triad Market

In North Carolina, we provide our advertisers with penetrating coverage of the Piedmont Triad region. We do this with carefully positioned outdoor units in such communities as Greensboro, Winston-Salem and High Point.

### Triangle East Market

Anchored by the Raleigh-Durham DMA, Fairway's Triangle East division covers North Carolina's fastest growing areas.

### Chattanooga Market

Chattanooga is the hub of a thriving region because it is located at the crossroads of the three states: Alabama, Georgia and Tennessee.

### GA-AL Market

With coverage in nearly 50 counties throughout North Georgia and North East Alabama, the Georgia-Alabama market services advertisers from Metro Atlanta to small towns.

Fairway Outdoor Advertising is one of the country's largest outdoor advertising companies. Headquartered in Augusta GA, Fairway operates five major divisions with ten offices in six southern states. In these markets, Fairway provides our advertisers with excellent opportunities to reach their target audience at the right place and at the right time.

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