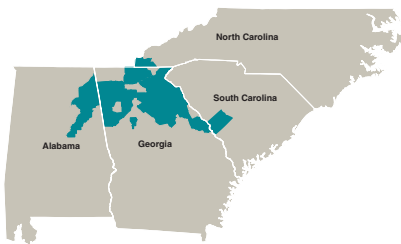


FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Who We Are



FAIRWAY OUTDOOR ADVERTISING OF NORTH GEORGIA

Fairway Outdoor Advertising of North Georgia services nearly fifty counties throughout North Georgia and Northeast Alabama. Ranging from metropolitan Atlanta and its surrounding suburban areas to the high growth areas of the Appalachian foothills and numerous small towns, Fairway has quality outdoor advertising options throughout this vast area.

The North Georgia Division office is located in Athens, GA, a city with a vibrant downtown area, world famous music scene, civic center, museum and home to the University of Georgia. No wonder Athens was named a top five retirement city in the country by CNN Money Magazine! Residents commuting in from surrounding counties increase the Athens population nearly 18% daily. This percentage only includes those coming to work in Athens, and does not account for 30,000+ student population or the thousands of people traveling to Athens for the two large area hospitals, entertainment, dining, and University of Georgia events.

Already a rapidly growing region, the Northeast Georgia Regional Development Center projects the population of the twelve county area comprised of Clarke, Barrow, Elbert, Greene, Jackson, Jasper, Madison, Morgan, Newton, Oconee, Oglethorpe and Walton, to more than double by 2020 as the area's population continues to be fueled by migration.

In addition to Athens, another major market for our region is Gainesville, GA. Gainesville is located off Lake Lanier, one of the main recreation areas in the region and host of rowing events for the 1996 Olympic Games. The high quality of life combined with its relatively close proximity to rapidly expanding Atlanta has resulted in big changes for this market. Between 1990 and 2000, Gainesville experienced a population increase of 43%, compared to the state growth during this period of 26%. However within the next five years, it is the smaller surrounding counties that are slated for exponential increases in population as growth spreads out from Atlanta.

The Northwest Georgia and Northeast Alabama regions, nestled in the triangle of Chattanooga, Birmingham, and Atlanta, are experiencing booming growth as well. Northwest Georgia employment is expected to add 41,000 jobs a year over the next seven years. Key industries include textiles, educational services, health services, food manufacturing, truck transportation, plastics and rubber products manufacturing, electrical equipment manufacturing. Fairway has coverage throughout this area including the larger markets of Rome, Carrollton, and Cartersville, Georgia as well as Rainsville, Centre and Anniston, Alabama.

Whatever your target market, with bulletins, rotary bulletins, FXUs and tri-visions, as well as posters in Athens and Gainesville, Fairway has North Georgia and Northwest Alabama covered!

To see detailed maps of our markets visit www.FairwayOutdoor.com/mediakit/

FAST FACTS

Serving GA Counties Including

Barrow	Bartow
Carrall	Cherokee
Clarke	Clayton
Douglas	Floyd
Forsyth	Gwinnett
Habersham	Hall
Jackson	Polk
Rabun	

Regional Hubs Covered

Athens	Gainesville
Lake Lanier	Rome

Interstate & Tourism Routes

I-85	I-985	I-75
I-20	Hwy 441	Hwy 365
Hwy 129	Hwy 27	

Media

30-Sheet Poster	FXU
8-Sheet Poster	Tri-vision
Rotary Bulletin	Bulletin