

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



# Who We Are



## FAST FACTS

Total Population: 1,179,810  
Median Age: 38  
Total Households: 465,763  
Median Household Effective  
Buying Income: \$37,445  
Total Retail Sales: \$6,762,607  
Average Household Effective  
Buying Income: \$47,330

\*Source: US Census 2000

## INTERSTATE & TOURISM ROUTES

I-85	I-585	I-385
I-26	I-40	I-240
Bus I-85	Hwy 29	Hwy 291
Hwy 81	Hwy 76	Hwy 123
Hwy 28	Hwy 153	Hwy 93
Hwy 72	Hwy 221	Hwy 178
Hwy 9	Hwy 176	Hwy 296
Hwy 19/23	Hwy 74	Hwy 321
Hwy 29	Hwy 27	

## MEDIA

30-Sheet Poster	Digital
Mobile Billboard	Rotary Bulletin
8-Sheet Poster	Permanent Bulletin

## FAIRWAY OUTDOOR ADVERTISING OF THE GSA

Anchored by the Greenville-Spartanburg, SC DMA, Fairway's GSA division covers South Carolina's mega-growth corridor of I-85 and I-26. Fairway has strategically located outdoor units throughout this market on primary and secondary arteries.

**Greenville** - Greenville County is the centerpiece of a region considered to be the "economic engine of South Carolina" and the most populous county in the state. Since its beginning as a small farming community in 1786, Greenville County has grown into a large and diverse metropolitan area and one of the southeast region's premiere areas for business. Over the past thirty years, Greenville has transformed itself from the textile capital of the world to a destination for both international and national corporate office, manufacturing and warehousing / distribution operations. Greenville is now home to world-class companies such as Lockheed, General Electric and Hitachi, Michelin and many, many more.

**Spartanburg** - Spartanburg County is an internationally recognized business and cultural center, boasting the highest per capita international investment in the country, according to the New York Times. Most widely known as the home of BMW Manufacturing Co., LLC, Spartanburg has a 40-year history of attracting global firms that have diversified an economy rooted in agriculture and textiles. More than 100 international firms representing some 15 countries, including BMW, Michelin, Invista, Benteler Automotive, and Magna Intier (Intertech), have found a place in Spartanburg.

**Anderson** - "Making News . . . Making Progress" is the theme Anderson County has adopted based on several economic development achievements and national media coverage. In 1999, Anderson County ranked number one in the state for capital investment, reaching the \$1 billion mark. Anderson Area is also well-known for its automotive suppliers, including Michelin, Bosch and Plastic Omnium. Nestled in the foothills of the Blue Ridge Mountains and skirted by Lakes Hartwell, Jocassee, Keowee, Russell, J. Strom Thurmond - collectively known as South Carolina's "freshwater coast" - comprise 3,000 miles of shoreline and provide year-round recreation.

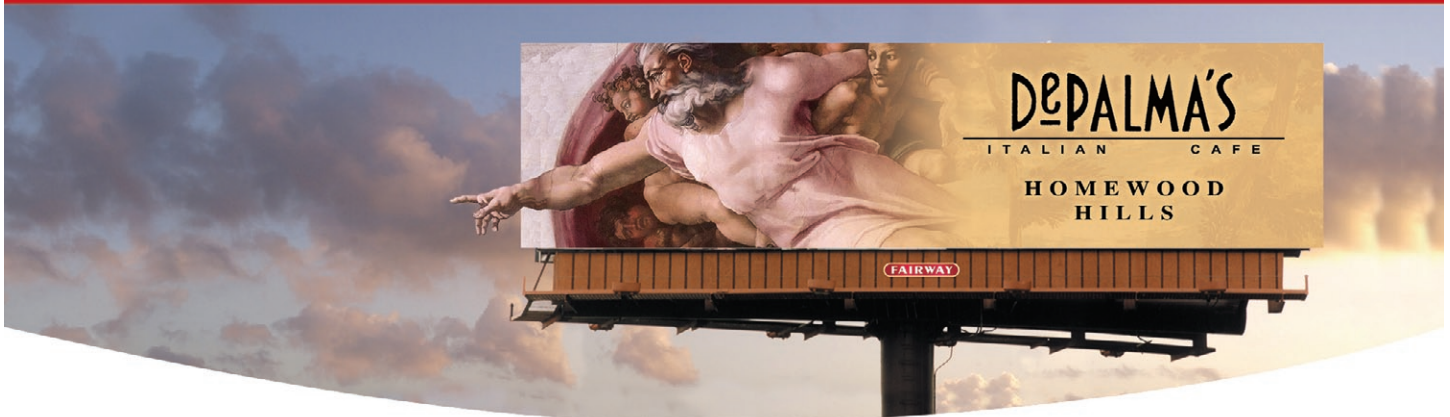
**Asheville** - Ranked as one of the country's "Best Places for Business and Careers" by Forbes Magazine, Asheville successfully embodies a fresh mix of eclectic sophistication within a culturally and economically diverse community. The unofficial capital of the Western Carolina region, Asheville stands as the area's defining economic, cultural and entertainment hub.

**Gastonia** - Gaston County is located in the South-Central Piedmont of North Carolina. As part of the Charlotte Region, Gaston County offers a slower paced life with all the excitement of the big city right next door. With outstanding schools, a world class hospital and a competitive market place and you'll find the quality of life in Gaston County is second to none.

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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