

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Who We Are

FAST FACTS

Total Population	1,668,887
Population 18+	1,309,618
Median Age:	37.3
Total Households:	651,099
Per Capita Income:	\$25,686
Median Household Income:	\$49,808
Average Household Income:	\$63,153
Total Household Expenditure:	\$50,063
Total Avg. Retail Expenditure:	\$19,466
Effective Buying Income:	\$36,518
Hispanic/Latino Community	8.4%
Average Workers Travel Time	25 minutes

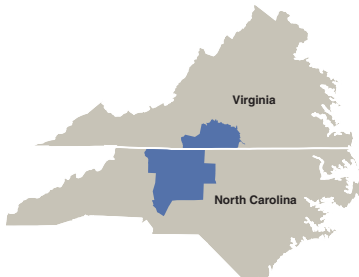
Counties included are: Guilford, Forsyth, Alamance, Randolph, Stokes, Davidson, Rockingham, Cabarrus, Rowan, Surry

INTERSTATE & TOURISM ROUTES

I-85	I-40	I-77	Bus. 52
US 70	US 220	US 29	US 311
US 601	US 64	US 58	NC 150
Hwy 68	Hwy 14		

MEDIA

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



FAIRWAY OUTDOOR ADVERTISING OF THE PIEDMONT TRIAD , NC

Anchored by Greensboro, High Point and Winston-Salem, the Piedmont Triad has a combined total population of 1,668,887, a regional growth rate of 1.5% annually, and is ranked a TOP 40 Metro Region in the United States and 45th DMA by Arbitron. An East Coast surface transportation hub, more major highways converge in the Piedmont Triad than in any other region in the southeastern United States.

Many successful national and international companies call the Piedmont Triad home such as FedEx, Honda Aircraft Company, Inc., Honda Aero, Inc., RF Micro Devices, Lenovo, LabCorp, ZINC Imaging, Tyco Electronics, Polo Ralph Lauren, Hanes, International Textile Group, Lorillard Tobacco Company, Reynolds American, as well as numerous furniture manufacturers.

Twenty institutions of higher learning with a student population of over 131,000, are located in the area and include Wake Forest University, Salem College, Winston-Salem State University, North Carolina School of the Arts, High Point University, Guilford College, Greensboro College, University of North Carolina at Greensboro, Bennett College, NC A & T University, Elon University and 9 community colleges. Three prominent boarding schools also call the Triad home; Salem Academy, Oak Ridge Military Academy and the American Hebrew Academy.

Contributing to the cultural climate of the region are many major art and historical museums, performance venues and a rapidly growing wine industry with over 90 wineries in the state. The Piedmont is a golfer's paradise with over 67 courses and an average of 262 playable days per year.

With over 80 years of experience and more than 1,200 strategically positioned out-of-home media displays in the market, Fairway Outdoor Advertising of the Piedmont Triad is ready to provide you with the most cost effective means of conveying your advertising message.

Call today. Let our experienced staff help you create, target, and deliver your message.

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

Source: NC State Data Center