

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



# Who We Are



## FAST FACTS

### Regional Hubs Covered:

Raleigh-Durham, Kinston,  
Goldsboro, Greenville,  
Jacksonville and Wilmington

### Interstate & Tourism Routes

I-85	I-40	I-95
Hwy 401	Hwy 64	Hwy 1
Hwy 70	Hwy 501	Hwy 421
Hwy 17	Hwy 87	

### Media

30-Sheet Poster	Bulletin
Mobile Billboard	Rotary Bulletin
8-Sheet Poster	Tri-vision

## FAIRWAY OUTDOOR ADVERTISING OF Raleigh/Durham, NC (The Triangle East Market)

Fairway Outdoor Advertising of the Triangle East services 30 counties throughout North Carolina. With coverage expanding from metro Raleigh-Durham (Raleigh/Durham is the 28th DMA) cities to small towns out to the coast, Fairway Triangle East has strategically located outdoor units which benefit an array of customers from small home-town businesses to national advertisers.

The Fairway Regional office is located in Raleigh, NC, a city with a vibrant downtown area, brand new civic center scheduled to open soon, museums and home to several well-known schools including Duke University, University of North Carolina, and North Carolina State University. No wonder Raleigh was named the Best Place to Live in America by Forbes Magazine. New residents are moving into the area at a rate of 1,650 people per month. Many non-residents are commuting in from surrounding counties and dramatically increasing the Triangle's daily population. This does not account for the 60,000+ student population or the thousands of people traveling to the Triangle for area renowned hospitals, entertainment, dining and university events. Not to mention great college basketball and the 2005-2006 NHL Stanley Cup Champions – The Carolina Hurricanes.

Already a rapidly growing region, the Raleigh-Durham MSA will increase by almost 1 million by 2020 as the area's population continues to be fueled by migration. Between 1990 and 2000, the Research Triangle Region experienced a population increase of 35%, compared to the state growth during this period of 21%. However within the next five years, it is the smaller surrounding counties that are slated for exponential increases in population as growth spreads from urban cities.

The Research Triangle, nestled in the triangle of Raleigh, Durham and Chapel Hill, added 40,000 new jobs last year alone, with new companies and positions projected to continue to provide employment opportunities. The Research Triangle area is known as the second "silicon valley" and home to such big names as IBM, Cisco Systems, Inc., GlaxoSmithKline, Sony Ericsson, Inc., and Fidelity Investments. Key industries include pharmaceutical production, financial services, biotechnology, chemicals, non-profits and electronics.

Due to very strict zoning restrictions in North Carolina, there are many areas within the Raleigh/Durham/Chapel Hill market that are completely zoned out to traditional outdoor. Some of these areas include suburbs such as Cary, parts of I-40 and downtown Raleigh. However, these areas can be reached by use of our Mobile Billboards.

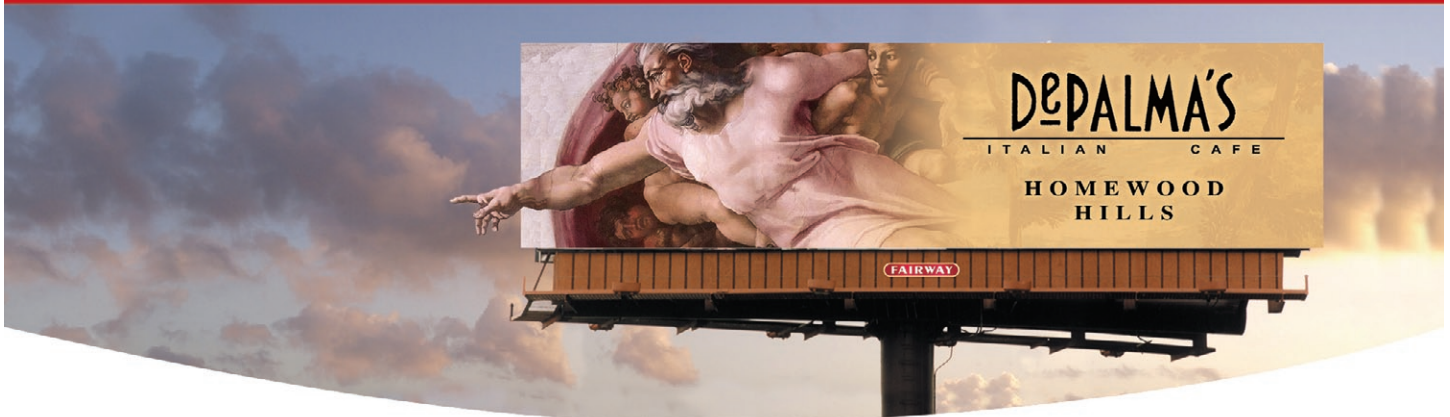
Whatever your target market, with bulletins, rotary bulletins, posters, mobile billboards and tri-visions, Fairway has North Carolina covered!

Source: Census Bureau; Demographics Now; Forbes

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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