

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Media Mix

Fairway Outdoor Advertising is one of the country's largest outdoor advertising companies.

Headquartered in Augusta GA, Fairway operates five major division operations with nine 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.

To download our online media kit visit FairwayOutdoor.com/mediakit/

NEWSPAPER AND OUTDOOR

Old news is old news. Newspapers have a short shelf life. Often advertiser messages are thrown out in the daily trash unread. Outdoor can extend the life of a campaign by working all day long, every day.

Readership rates are on the decline and will likely continue. Outdoor's very nature is unavoidable and impacts consumers lost to other news sources.

Outdoor increases the reach and ensures greater coverage among light readers and younger consumers.

Outdoor lowers CPM cost of expensive newspapers.

YELLOW PAGES AND OUTDOOR

Yellow Pages place advertisers alongside direct competitors. Outdoor cuts through the clutter and strengthens an overall campaign by exclusively communicating your advertising message.

Usage of the Yellow Pages is limited and infrequent. Outdoor builds top-of-mind awareness by maintaining a constant presence in the market directing consumers to Yellow Pages ads.

Outdoor's flexibility accommodates change to creative messages.

Outdoor is continuous, increases repetition of message.