

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING

Good Evening.

*Augustino's*  
Italian Eatery and Prime Steaks



# Outdoor Delivers

Outdoor costs less per thousand viewers, or per GRP, than any other medium. And this is true for every market, large and small.

As a broad example of media cost comparisons, outdoor delivers:

Approximately 3.3 times as many prospect impressions per dollar than radio.

More than 3 times as many prospect impressions per dollar than television.

More than 6.6 times as many prospect impressions per dollar than newspapers.

More than 5.5 times as many prospect impressions per dollar than magazines.

And 10.3 times more impressions than the cost of direct mail.

*SOURCE: Outdoor Advertising Association of America*

## **TOTAL REACH**

Outdoor is the most universal of all advertising media, exposed to virtually everyone who goes out of the house to work, shop or play. Outdoor provides broad, fast market reach.

## **HIGH FREQUENCY**

Because of its continuous presence, outdoor is capable of producing frequency levels unmatched by any other medium.

## **CONSTANT EXPOSURE**

Outdoor delivers your message over and over, seven days a week, month after month.

## **FLEXIBILITY**

You can place your outdoor advertising in locations reaching everyone coming into or leaving your specific market area. You can pinpoint your prime marketing areas exactly.

## **LOW COST PER THOUSAND**

No other advertising medium reaches as many people, as often.

## **IMPACT**

Outdoor advertising's large physical characteristics create greater visual impact on your audience. Outdoor is big, bold and colorful.

## **THE LAST WORD**

Outdoor advertising is the final reminder of your product or service; it's the point of sell before the point-of-sale. Outdoor advertising bridges the gap between the in-home message and the out-of-home purchase. And the advantage of the "last word" is never more evident than when it comes to last-minute, impulse buying.