

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Poster Panels



BENEFITS OF POSTERS

Delivers blanket coverage within a market overnight.

Demographically and geographically targets specific audiences.

Creates rapid consumer awareness.

Stimulates sales near point of purchase locations.

Rapidly builds brand awareness.

Allows for short-term promotions.

POSTER PANELS

Posters are distributed widely throughout the market on primary and secondary arteries to provide complete and instantaneous coverage. Posters take advantage of the fact that 80 percent of the traffic travels on 20 percent of the roadways.

UNIT-OF-SALE

Posters are sold in groups called "flights". Poster flights are sold according to Gross Rating Point (GRP) levels, which correlate to the percentage of the market an advertiser wishes to reach in one day. A #50 GRP flight, for example, will yield daily exposure opportunities equal to 50 percent of the population in a given area.

FREQUENCY & REACH

An average #50 GRP flight builds to a frequency of about 15 times within 28 days. In addition, that same #50 GRP flight will reach more than 80 percent of a market within 28 days.

CONTRACT PERIOD

Customarily sold on 4-week flights. Posting every Monday.

ARTWORK

Less is more, much more when using outdoor advertising to communicate a message. The most effective designs focus on a single idea. An advertiser should consider the most important product benefit to communicate and express that message to consumers.

PRODUCTION

For complete technical specs visit www.fairwayoutdoor.com/specs/

Poster production normally requires two weeks from receipt of finished approved art. Panels should be reposted every 28 days.