

Fairway Outdoor Advertising 2011 Eyes On Rate Card

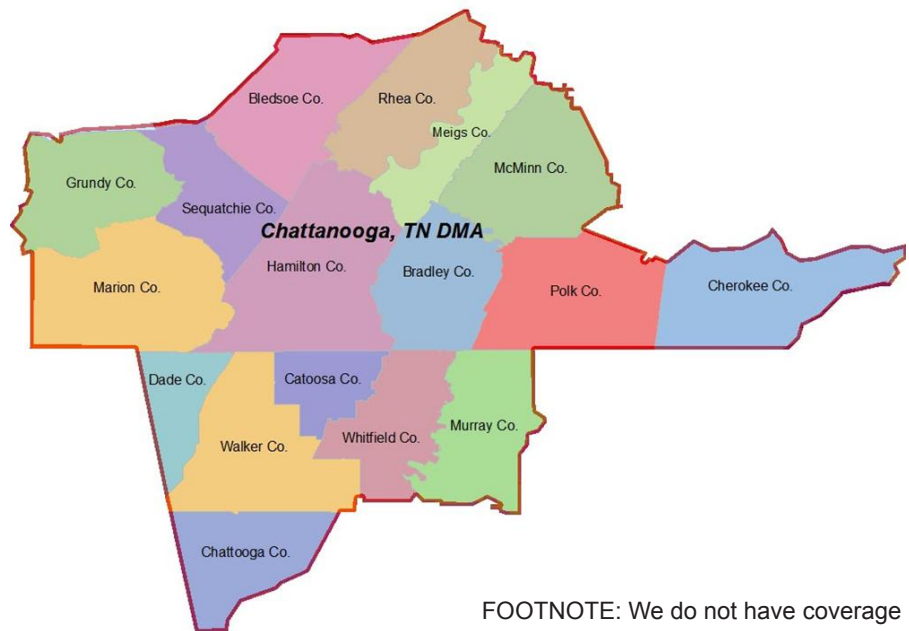




FAIRWAY OUTDOOR ADVERTISING

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Market: CHATTANOOGA, TN DMA				
POSTER PACKAGES				
Audience Delivery				
A18+ Pop: 736,746				
Avg. Total Panels	Cost 4 Weeks	A18+ GRP 4 Weeks	In-Market A18+ Impressions 4 Weeks	CPM
10	\$ 7,150	216.88	1,598,843	\$ 4.47
20	\$ 14,300	433.76	3,197,686	\$ 4.47
30	\$ 21,450	650.64	4,796,530	\$ 4.47
40	\$ 28,600	867.52	6,395,373	\$ 4.47



FOOTNOTE: We do not have coverage in Bledsoe; Cherokee and Grundy Counties.