



## Fairway Outdoor Advertising of Georgia - Alabama

Banks, Bartow, Barrow, Chattooga, Carroll, Chattooga, Clarke, Cobb, Douglas, Elbert, Fannin, Floyd, Forsyth, Franklin, Glimer, Greene, Gwinnett, Habersham, Hall, Haralson, Hart, Jackson, Lumpkin, Madison, McDuffie, Murray, Newton, Oconee, Oglethorpe, Polk, Rabun, Stephens, Union, Walker, Walton, White and Wilkes Counties of Georgia

Calhoun, Cherokee, Dekalb, Etowah and Talladega Counties of Alabama

Aiken County of South Carolina

Cherokee, Clay County of North Carolina



## Georgia 2010 Standard Poster Coverage & Rates

	POPULATION*	SIZE DAILY GRP'S	ALLOTMENT REG.	ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
<b>Athens Metro Area</b>	249.3 / 204.9	100	15	9	24	249.3	\$11,280
Includes These Counties: Clarke, Jackson, Barrow, Oconee, Madison, Oglethorpe		75	12	6	18	192.6	\$9,000
		50	9	4	13	128.2	\$6,890
		25	5	2	7	66.4	\$4,130
		15	3	1	4	37.9	\$2,720
<b>Gainesville Metro</b>	161.2 / 116.7	100	12	3	15	161.1	\$7,275
		75	8	3	11	127.7	\$6,050
		50	5	2	7	82.3	\$4,130
		25	3	1	4	45.3	\$2,640

## Georgia 2010 FXU Coverage & Rates

	COUNTY	POPULATION (City/County)	AVERAGE RATE PER MONTH
ADAIRSVILLE	Bartow	3.1/90.2	\$375
ARCADE	Jackson	1.9/52.3	\$425
ATHENS*	Clarke	103	\$600
AUBURN	Barrow	8.5/60.4	\$400
BALDWIN	Habersham	2.7/38.8	\$375
BOWDON	Carroll	2.4/107	\$325
BOWMAN	Elbert	0.9/20.7	\$275
BRASELTON	Jackson	1.9/52.3	\$550
BREMEN	Haralson	4.9/28.9	\$300
BUCHANAN	Haralson	1.0/28.0	\$300
CANON	Franklin	0.7/21.5	\$300
CARLTON	Madison	0.2/27.5	\$300
CARNESVILLE	Franklin	0.5/21.4	\$325
CARROLLTON	Carroll	23.8/107	\$375
CARTERSVILLE	Bartow	19.1/90.2	\$425
CEDARTOWN	Polk	9.7/40.3	\$350
CHATSWORTH	Murray	4.0/41.2	\$300
CLARKESVILLE	Habersham	1.3/38.8	\$400
CLAYTON	Habersham	2.1/38.8	\$550
	Rabun	2.1/16.0	\$550
CLEVELAND	White	2.3/24.8	\$425
COMER*	Madison	1.1/27.5	\$300
COMMERCE*	Jackson	5.5/52.3	\$475
	Banks	5.4/16.0	\$475
CORNELIA	Habersham	3.8/38.8	\$400
CRAWFORD*	Oglethorpe	0.7/13.4	\$300
CUMMING	Forsyth	6.9/144.6	\$700
DAHLONEGA	Lumpkin	4.2/24.9	\$400
DEMOREST	Habersham	1.4/38.8	\$400
DOUGLASVILLE	Douglas	25.2/111.8	\$400

View our inventory at <http://pop.fairwayoutdoor.com/webmapping/>

## Georgia 2010 FXU Coverage & Rates

	COUNTY	POPULATION (City/County)	AVERAGE RATE PER MONTH
ELBERTON	Elbert	4.6/20.7	\$300
ELLIJAY	Glimmer	1.8/27.5	\$425
FARMINGTON*	Oconee	1.7/29.5	\$400
FLOWERY BRANCH	Hall	2.3/167.1	\$475
FRANKLIN SPRINGS	Franklin	0.7/21.5	\$325
GAINESVILLE*	Hall	29.4/167.1	\$650
GREENSBORO	Greene	3.3/15.7	\$300
HARTWELL	Hart	4.1/23.6	\$350
HELEN	White	0.5/24.8	\$375
HOMER	Banks	0.9/16.0	\$400
HOSCHTON*	Jackson	1.9/52.3	\$450
JEFFERSON*	Jackson	4.5/52.3	\$425
LA FAYETTE	Walker	6.8/63.1	\$375
LAVONIA	Franklin	1.7/21.5	\$325
LEXINGTON*	Oglethorpe	0.2/13.6	\$300
LOGANVILLE	Walton	7.4/76.0	\$400
MADISON	Morgan	3.9/17.3	\$400
MONROE	Walton	12.9/76.0	\$375
NICHOLSON*	Jackson	1.4/52.3	\$400
REST HAVEN*	Gwinnett	0.2/752.7	\$400
ROME	Floyd	34.6/94.2	\$400
ROYSTON	Franklin	2.3/21.5	\$325
SUMMERVILLE	Chattooga	4.7/26.7	\$350
TAYLORSVILLE	Bartow	0.3/90.2	\$350
THOMSON	McDuffie	6.8/21.5	\$275
TOCCOA	Stephens	8.9/25.2	\$350
TRION	Chattooga	2.0/26.7	\$350
VILLA RICA	Carroll	5.4/107	\$375
WASHINGTON	Wilkes	4.2/10.6	\$300
WINDER*	Barrow	12.6/60.4	\$425

\* Indicates Market where paper posting is available

## Alabama 2010 Standard Coverage & Rates

ANNISTON	Calhoun	22.8/112.5	\$325
CENTRE	Cherokee	3.1/24.7	\$350
OXFORD	Calhoun	14.7/112.5	\$300
PIEDMONT	Calhoun	4.9/112.2	\$300
RAINSVILLE	Dekalb	4.5/68.2	\$400
TALLADEGA	Talladega	14.6/80.2	\$325

\*\* Average Rates Per Month for Standard Faces are based on averages for each market and are intended to give estimations for listed markets. Rates are set for individual faces according to specific location, DEC and other factors, and are subject to change without prior notification. Please inquire for rates for specific panels.

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## Georgia 2010 Permanent Bulletin Coverage

	COUNTY	POPULATION (City/County)
ALTO	Bartow	1.0/38.8
ATHENS	Clarke	103
ANNISTON, AL	Calhoun	22.8/112.5
AUGUSTA	Richmond	192/197
BALDWIN	Habersham	2.6/38.8
CANTON	Cherokee	10.4/186.3
CARROLLTON	Carroll	23.8/107
CARTERSVILLE	Bartow	19.1/90.2
COMMERCE	Jackson	5.5/52.3
CORNELIA	Habersham	3.8/38.8
CUMMING	Forsyth	6.9/144.6
GAINESVILLE	Hall	29.4/167.1
HOLLYWOOD	Habersham	38.8
I-85 (135 faces)		
JONESBORO	Clayton	4.3/277.3
LITHIA SPRING	Douglas	2.2/105
LOGANVILLE	Walton	7.4/76
MONROE	Walton	12.9/79
MT. AIRY	Habersham	0.6/38.8
NORTH AUGUSTA	Aiken	20/152
RIVERDALE	Clayton	14.3/277.3
SNELLVILLE	Gwinnett	20.0/752.7
SUWANEE	Gwinnett	11.2/752.7
WINDER	Barrow	12.6/60.4

## 2010 Junior Coverage

ATHENS	Clarke	103
GAINESVILLE	Hall	28.8/161.2

## 2010 Rotary Bulletins

MARKET	MONTHLY RATE	BULLETIN SIZE	AVG DEC	CYCLE
ATHENS	1470	12X48	24,260	90 DAY
ATHENS	1470	10'6"X36'	18,638	60 DAY
ATHENS	700	10'6"X22'8"	14,480	60 DAY
ATHENS	800	10'6"X22'8"	17,741	60 DAY
ATHENS	1470	12'X48'	18,593	60 DAY
GAINESVILLE	1470	14X48	27,275	90 DAY
GAINESVILLE	700	12X25 FXU	22,825	90 DAY
GAINESVILLE	650	12X25 FXU	26,025	90 DAY
GAINESVILLE	600	12X25 FXU	16,450	90 DAY

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# GENERAL TERMS AND CONDITIONS

## TERMS

Subject to all contracts: Net cash thirty (30) days after date of invoice. Late charges accrue thirty (30) days after due date period. Rates subject to change without notice.

## AGENCY COMMISSION

Advertiser/Agency understand and agree that the price specified on the reverse hereof is the net amount to be invoiced by, and paid to, Company. Company shall not be obligated to pay any commission under this agreement, whether executed by Advertiser or its Agency.

## COPY CONTENT

The company reserves the right to reject, before or after display, any copy, pictorial or otherwise, which it considers to be false, misleading or deceptive, or in violation of existing laws or offensive to the moral standards of the community, or in any way reflects upon the character, integrity or standing of any individual or organization.

## ILLUMINATION

All illuminated displays will be illuminated from dusk until midnight.

## CREDITS

Any credit due Advertiser/Agency under the provisions of this agreement, shall be in the form of additional advertising services that are determined by Company to be of equal value.

If advertising circulation is reduced due to a partial or total loss of illumination, advertiser shall receive a credit, in the form of an extended display period or additional advertising space, proportionate to the loss of illumination but not to exceed twenty (20%) percent of the display period or advertising space, as the case may be. No reduction in illumination requested by advertiser shall qualify for such credit.

## POSTER INFORMATION

All production and shipping costs are the responsibility of the advertiser. In the event posters do not reach the company plants 5 days prior to the established posting dates, the company must bill advertiser for the full period of time beginning with the dates booked.

**SSP POSTERS - 10.5'H x 22.75'W**

## POSTER REQUIREMENTS

Ample posters should be supplied to repost each 28 days of contract period to insure proper display of advertising message.

## POSTING DISCOUNT

Displays in markets not meeting requirements for a discount may not be combined for purposes of earning discounts. For discount purposes, each month may be counted only once, regardless of the number of displays posted for the advertiser during that same flight. Late additions to a contract qualifying for a discount will also earn the discount except that no showing of less than twenty-eight (28) days duration will be subject to discount.

## POSTING LEEWAY

Posters should be shipped in time to arrive at least five days prior to the accepted posting date. A leeway period of five working days before and after the accepted posting date is required to complete the posting of any showing.

## POSTING DATES

Posting dates are scheduled by flights: each flight equals 4 weeks and begins on Monday. Space costs begin on scheduled posting date.

## SHORT-TERM POSTER RATES

Two-week poster showings are available at 75% of the flights space cost.

## REPOSTING CHARGES

There will be a \$250 charge per location for any additional posting during the 28 day contract period. This includes snipes, overlays, or reposting complete poster.

## ROTARY/ PERMANENT BULLETIN INFORMATION

*Rates are for 13 flights, space only contracts.  
Short term rates and production costs quoted upon request. 56 day rotation cycle.*

## EXTENDED ADVERTISING SPACE

Enhanced creative effects can be accomplished by utilizing extended advertising space. Often termed as "extensions" or "cutouts", this additional space is \$25.00 per square foot. This is a one time charge per design during the contract period. There will be a \$350 charge per location for any additional posting during the contract period.

Size limitation is 5 feet above, 2 foot below and 2 feet on either side of the normal display area, with a maximum footage of 100 square feet.

Space rate is net to Fairway. All extensions remain the property of Fairway Outdoor Advertising.

To determine the approximate square footage, frame the extension in the smallest single rectangle that will encompass the extension, compute the area of the rectangle and multiply by the current rate. For an accurate cost quote, supply your Fairway Account Executive with a copy of your layout.

## ARTWORK

Approved artwork with printing instructions shall be furnished by the advertiser fifteen (15) business days prior to the scheduled display date. Should late arrival of artwork prevent the company from meeting scheduled display dates, the advertiser will be billed for the period scheduled even though bulletins cannot be displayed for the full period. Printed bulletins should be provided by the advertiser ten (10) days prior to the scheduled posting date.

## VINYL BULLETINS

Upon the expiration of bulletin contracts, all client provided vinyl held by Fairway for future use is subject to a \$150 per unit/per month storage fee.

## SNIPE CHARGES

Installation of small snipe \$150.

## ALL NIGHT ILLUMINATION

All night illumination \$100 per month.

## ARTWORK GUIDELINES

*For complete guidelines go to our website <http://www.fairwayoutdoor.com/specs/>*

## FILES & TEMPLATES

Visit [www.fairwayoutdoor.com/specs/](http://www.fairwayoutdoor.com/specs/) for detailed production specs and a variety of templates.

## FILE FORMAT

We accept psd, tif, eps, and pdf files. All colors CMYK, include PMS colors if necessary. Make sure to flatten layers and convert fonts to outlines. Files created in Microsoft programs (Publisher, Word, PowerPoint, etc) are not accepted.

## PHOTOS & LOGOS

Photo images and logos need to be at least 4" wide at 300 dpi. We CANNOT

produce billboards from website images, business cards, or computer printouts. For additional information on providing images contact the Art Department.

## FILE DELIVERY

**Email files** to your Account Executive. Files must be smaller than 3.5 megs, for larger files use FTP site or save on disk.

**FTP Site.** Contact your Account Executive for FTP information. After placing file(s) on FTP site, please email the file name to your Account Executive.

**Mail files** to us on CD ROM or DVD ROM.

**FAIRWAY**

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Visit our website at [www.FairwayOutdoor.com](http://www.FairwayOutdoor.com)