



MID-WEST DIVISION

2010 Bulletin Coverage & Rates:

Illinois

Kansas

Missouri

Kansas 2010 Bulletin Coverage & Rates

COUNTY	POPULATION (BY COUNTY)	AVERAGE RATES PER MONTH
ALLEN	13.7	\$150 - \$200
ATCHISON	16.7	\$100 - \$600
BARBER	5.0	\$125
BARTON	27.5	\$125
BOURBON	15.0	\$150
BROWN	10.2	\$125 - \$150
BUTLER	63.1	\$150 - \$550
CHASE	3.1	\$400
CHEROKEE	21.5	\$100 - \$200
CLOUD	9.6	\$400
CRAWFORD	38.1	\$150 - \$600
DICKINSON	19.3	\$150 - \$500
DOUGLAS	112.1	\$150
ELLIS	26.9	\$200 - \$500
ELLSWORTH	6.3	\$450
GEARY	24.1	\$300 - \$700
GOVE	2.7	\$250 - \$400
GREENWOOD	7.1	\$275
HARVEY	33.6	\$225
JACKSON	13.5	\$200
JEWELL	3.3	\$125
LABETTE	22.2	\$100 - \$225
LEAVENWORTH	73.6	\$350 - \$2000
LINCOLN	3.4	\$500
LINN	10.0	\$150 - \$200
LOGAN	2.7	\$125
LYON	35.4	\$500
MCPHERSON	29.4	\$250
MARSHALL	10.3	\$125
MONTGOMERY	34.7	\$100 - \$300
MORRIS	6.0	\$100
NEOSHO	16.3	\$125
PRATT	9.4	\$125
RUSSELL	6.7	\$200 - \$500
SALINE	54.2	\$300 - \$500
SEWARD	23.4	\$125
SHAWNEE	172.7	\$500 - \$2200
SHERMAN	6.0	\$400
SUMNER	24.4	\$225
THOMAS	7.5	\$200 - \$400
TREGO	3.0	\$250 - \$400
WABAUNSEE	6.9	\$125 - \$500
WASHINGTON	6.0	\$125
WILSON	9.9	\$125
WYANDOTTE	155.5	\$600

Missouri 2010 Bulletin Coverage & Rates

COUNTY	POPULATION (BY COUNTY)	AVERAGE RATES PER MONTH
ANDREW	17.2	\$250 - \$500
ATCHISON	6.1	\$100 - \$600
AUDRAIN	25.7	\$100 - \$300
BARRY	36.4	\$125 - \$300
BATES	17.1	\$125 - \$300
BENTON	18.7	\$100 - \$200
BOONE	146.0	\$300 - \$1200
BUCHANAN	85.0	\$100 - \$600
BUTLER	41.6	\$125
CALDWELL	9.3	\$100 - \$200
CALLAWAY	43.1	\$300 - \$1500
CAMDEN	40.3	\$225 - \$250
CAPE GIRARDEAU	71.9	\$100 - \$600
CARROLL	10.1	\$100 - \$200
CASS	95.8	\$125 - \$300
CEDAR	14.1	\$100 - \$125
CLARK	7.3	\$200
CLAY	207.1	\$150
CLINTON	20.7	\$300 - \$400
COLE	73.3	\$150 - \$1500
COOPER	17.4	\$300 - \$400
CRAWFORD	24.1	\$300
DALLAS	16.7	\$125
DAVISS	8.1	\$100 - \$350
DEKALB	12.3	\$100 - \$350
DOUGLAS	13.7	\$125
DUNKLIN	32.3	\$150
FRANKLIN	100.1	\$100 - \$500
GASCONADE	15.6	\$100
GENTRY	6.4	\$100 - 150
GREENE	255.0	\$350
HARRISON	8.9	\$100 - \$500
HENRY	22.7	\$100 - \$300
HOLT	5.0	\$300 - \$350
JACKSON	664.1	\$500 - \$4000
JASPER	113.0	\$125 - \$1300
JEFFERSON	216.5	\$125
JOHNSON	50.6	\$250 - \$300
LACLEDE	35.1	\$350
LAFAYETTE	33.2	\$100 - \$450
LAWRENCE	37.4	\$125 - \$450
LINCOLN	50.1	\$125 - \$400
MCDONALD	23.0	\$100 - \$500
MERCER	3.6	\$200
MILLER	25.0	\$175 - \$1000
MONITEAU	15.1	\$100
MONTGOMERY	12.2	\$200 - \$400
MORGAN	20.7	\$100 - \$300
NEW MADRID	18.3	\$100 - \$350
NEWTON	56.0	\$150 - \$750
NODAWAY	21.7	\$100 - \$500
OSAGE	13.5	\$100 - \$150
OZARK	9.4	\$100
PEMISCOT	19.2	\$150 - \$350
PETTIS	40.5	\$150 - \$500
PHELPS	42.3	\$125 - \$400
PIKE	18.6	\$125
PLATTE	83.1	\$400 - \$600
POLK	29.6	\$175 - \$300
PULASKI	44.0	\$125 - \$300
PUTNAM	5.2	\$200 - \$300

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COUNTY	POPULATION (BY COUNTY)	AVERAGE RATES PER MONTH
RANDOLPH	25.4	\$100
RIPLEY	13.9	\$150
ST. CHARLES	338.7	\$350
ST. CLAIR	9.6	\$125
ST. FRANCOIS	62.2	\$150
SALINE	22.9	\$100 - \$400
SCOTLAND	5.0	\$100
SCOTT	41.1	\$200 - \$225
SHELBY	6.6	\$125
SULLIVAN	6.8	\$300
VERNON	20.5	\$125 - \$350
WARREN	29.7	\$300
WASHINGTON	24.2	\$150
WEBSTER	35.5	\$300

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COUNTY	POPULATION (BY COUNTY)	AVERAGE RATES PER MONTH
MADISON	265.3	\$500 - \$700

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.

Artwork Guidelines

FILES & TEMPLATES

Visit 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.

Shipping & Contact Info

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