NORTH CENTRAL DIVISION

2011 Poster, Digital & Bulletin Coverage & Rates:
Minnesota, Iowa, North Dakota,
South Dakota and Wisconsin

North Central 2011 Standard Poster Coverage & Rates

	POPULATION	SHOWING SIZE	REG.	ILL.	TOTAL	D.E.C.	4 WEEK RATE
ALGONA, IA	6,000	100	3	0	3	7.8	$1,100
Includes: Kossuth County		50	2	0	2	5.2	$750
		25	1	0	1	2.6	$400
AUSTIN/ALBERT LEA MN	80,784	100	4	6	10	80.7	$4,800
Includes the Counties of:		75	3	5	8	60.6	$3,900
Mower, Faribault and Freeborn		50	3	3	6	40.4	$3,000
		25	2	2	4	20.2	$2,100
CHARLES CITY, IA	8,000	100	1	2	3	10.2	$1,250
Includes: Floyd County		50	0	2	2	6.8	$850
		25	0	1	1	3.4	$450
FORT DODGE, IA	40,235	100	5	4	9	41.2	$4,100
Includes: Webster County		75	4	3	7	30.6	$3,250
		50	3	2	5	20.8	$2,400
		25	2	1	3	12.0	$1,500
		IND	0	1	1		$600
		IND	1	0	1		$500
MANKATO MN - METRO	87,206	100	8	4	12	87.2	$6,750
Includes the Counties of:		75	6	3	9	65.4	$5,150
Blue Earth, Waseca and Nicollet		50	4	2	6	43.6	$3,450
		25	2	1	3	21.8	$1,800
MASON CITY, IA	38,200	100	3	4	7	38.5	$3,150
Includes: Cerro Gordo County		75	2	3	5	25.2	$2,375
		50	2	2	4	19.1	$2,000
		25	1	1	2	9.6	$1,050
		IND	0	1	1		$600
		IND	1	0	1		$500
ROCHESTER MN - METRO	132,000	100	7	9	16	132	$9,000
Includes: Olmsted County		75	5	7	12	99	$6,850
		50	3	5	8	66	$4,600
		25	2	2	4	33	$2,400
SPENCER, IA	11,000	100	2	1	3	13.7	$1,300
Includes: Clay County		50	2	0	2	7.0	$900
		25	1	0	1	3.5	$475
		IND	0	1	1		$500
		IND	1		1		$475

North Central 2011 Digital Bulletin Rates

ROCHESTER MN - DIGITAL NETWORK OF FOUR UNITS

CONTRACT TERM		DAY	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS	MO.W/ANNUALTERM
Rate per term	100%	$300.00	$1,995.00	$3,780.00	$5,355.00	$6,720.00	$6,700.00
	50%	$200.00	$1,330.00	$2,520.00	$3,570.00	$4,480.00	$4,400.00
	25%	$150.00	$1,000.00	$1,890.00	$2,670.00	$3,360.00	$3,300.00

INDIVIDUAL DIGITAL LOCATIONS

Faribault, MN		Rochester, MN		Fort Dodge, IA	
TERM - MO	MONTHLY RATE	TERM - MO	MONTHLY RATE	TERM - MO	MONTHLY RATE
1	$750.00	1	$3,000.00	1	$750.00
3	$700.00	3	$2,700.00	3	$700.00
6	$650.00	6	$2,500.00	6	$650.00
12	$600.00	12	$2,000.00	12	$600.00

North Central 2011 Rotary Bulletin Rates

	MONTHLY RATE	BULLETIN SIZE	AVG DEC	CYCLE
Rochester MN	$1,800.00	12' x 50'	23	60 day
	$1,200.00	10'6" X 36'	19	60 day

North Central 2011 Permanent Bulletin Coverage

MARKETS AND ARTERIES INCLUDES:

MINNESOTA	Rochester	IOWA	Des Moines
	Mankato		Council Bluffs
	Austin		Cedar Rapids
	Albert Lea		Quad Cities
	Red Wing		Mason City
	Faribault		Interstate 80
	Owatonna		Interstate 35
	Interstate 90		Interstate 29
	Interstate 35		Fort Dodge
	Interstate 94		
		Wisconsin	Eau Claire
North Dakota	Interstate 29		
South Dakota	Rapid City		
	Interstate 90		

Shipping & Contact Info

Fairway Outdoor Advertising
1734 15th St. NW, Suite 3 • Rochester, MN 55901
Office: 800-282-6386

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.

Permanent Bulletin Information

Rates are for 13 flights, space only contracts. Short term rates and production costs quoted upon request.

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/ 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.