



SOUTHEAST DIVISION

Bulletin Coverage & Rates:

Alabama

Florida

Georgia

Bulletin Coverage & Rates

DMA	COUNTY	STATE	COUNTY POPULATION	RATE PER MONTH
Albany	Atkinson	Georgia	7,609	\$350
	Ben Hill	Georgia	17,650	\$350
	Berrien	Georgia	16,722	\$550
	Coffee	Georgia	40,085	\$350
	Colquitt	Georgia	45,744	\$350
	Cook	Georgia	16,432	\$600
	Crisp	Georgia	22,125	\$600
	Dougherty	Georgia	95,693	\$850
	Irwin	Georgia	9,934	\$350
	Lee	Georgia	33,050	\$500
	Mitchell	Georgia	24,139	\$350
	Terrell	Georgia	10,260	\$400
	Tift	Georgia	41,610	\$600
	Turner	Georgia	20,270	\$600
	Worth	Georgia	21,285	\$300
	Chambers	Alabama	36,583	\$850
Columbus	Muscogee	Georgia	187,046	\$600
	Randolph	Georgia	7,294	\$300
	Talbot	Georgia	6,604	\$300
	Sumter	Georgia	32,532	\$450
	Lee	Alabama	130,516	\$450-\$800
	Russell	Alabama	49,765	\$400
Dothan	Dale	Alabama	49,129	\$500
	Geneva	Alabama	25,764	\$300
	Houston	Alabama	97,171	\$700
	Coffee	Alabama	46,793	\$600
	Early	Georgia	11,836	\$250
	Holmes	Florida	19,264	\$450
	Jackson	Florida	48,985	\$450
	Washington	Florida	22,299	\$450
Gainesville	Alachua	Florida	227,120	\$1,000
Jacksonville/Brunswick	Columbia	Florida	56,513	\$500
	Duval	Florida	850,962	\$1,200
	Nassau	Florida	69,835	\$500-\$1500
	Putnam	Florida	70,423	\$400
	Brantley	Georgia	15,440	\$300
	Camden	Georgia	48,689	\$300
	Charlton	Georgia	10,609	\$300
	Pierce	Georgia	17,881	\$300
	Ware	Georgia	35,831	\$300
Macon	Bleckley	Georgia	12,306	\$350
	Dodge	Georgia	20,042	\$350
	Dooley	Georgia	11,592	\$600
	Houston	Georgia	131,016	\$500-\$800
	Macon	Georgia	13,542	\$350
	Peach	Georgia	25,672	\$1,500
	Pulaski	Georgia	9,843	\$350
	Emanuel	Georgia	22,469	\$300
	Johnson	Georgia	9,533	\$300
	Laurens	Georgia	47,520	\$750
	Telfair	Georgia	13,336	\$300
	Treutlen	Georgia	6,938	\$300
	Wheeler	Georgia	6,830	\$300

Bulletin Coverage & Rates

DMA	COUNTY	STATE	COUNTY POPULATION	RATE PER MONTH	
Mobile	Escambia	Florida	294,210	\$750	
Montgomery	Covington	Alabama	37,631	\$450	
	Crenshaw	Alabama	13,665	\$300	
	Montgomery	Alabama	223,510	\$550	
	Pike	Alabama	29,605	\$450	
Orlando	Marion	Florida	316,183	\$750	
	Volusia*	Florida	443,343	\$500-\$2500	
	Sumter	Florida	68,768	\$500	
	Brevard	Florida	536,521	\$1,500	
Savannah	Screven	Georgia	15,037	\$300	
	Tattnall	Georgia	23,179	\$300	
	Appling	Georgia	17,946	\$300	
	Bacon	Georgia	10,103	\$300	
	Bulloch	Georgia	67,761	\$450	
	Candler	Georgia	10,550	\$300	
	Chatam	Georgia	251,120	\$1,750	
	Effingham	Georgia	52,060	\$750	
	Evans	Georgia	11,505	\$300	
	Jeff Davis	Georgia	13,291	\$300	
	Toombs	Georgia	27,820	\$350	
	Wayne	Georgia	29,046	\$300	
	Montgomery	Georgia	9,060	\$300	
	Tallahassee/ Thomasville/ Valdosta	Gadsden	Florida	46,428	\$450
Hamilton		Florida	13,983	\$500	
		Leon	Florida	264,000	\$500
		Madison	Florida	19,902	\$450
Miller		Georgia	6,163	\$300	
Seminole		Georgia	9,081	\$300	
Thomas		Georgia	45,237	\$450	
Decatur		Georgia	28,544	\$350	
Lowndes		Georgia	101,790	\$850-\$1500	
Brooks		Georgia	16,340	\$350	
Clinch		Georgia	6,992	\$300	
Tampa/St. Pete		Hernando	Florida	165,409	\$300
		Hillsborough	Florida	1,204,770	\$1,500
	Pasco	Florida	344,765	\$300	

*Special short term pricing for the race months at Daytona International Speedway.

Digital Coverage & Rates

CITY	COUNTY	STATE	COUNTY POPULATION	RATE PER MONTH
Valdosta	Lowndes	Georgia	101,790	\$1,950
Tifton	Tift	Georgia	41,610	\$1,000

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.

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

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

Fairway Outdoor Advertising
1700 River Street
Valdosta, GA 31601
800-732-8261
Fax: 229-247-9570
FairwayOutdoor.com