



Fairway Outdoor Advertising of the Piedmont Triad

Greensboro, Winston-Salem, High Point
and Surrounding North Carolina Areas

Danville, Martinsville and South Boston Virginia



Piedmont Triad 2010 Poster Coverage & Rates

NORTH CAROLINA MARKETS	POPULATION*	SIZE DAILY GRP'S	ALLOTMENT REG.	ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
TRIAD METRO	1,370,000	100	28	56	84	1,370.0	\$66,780
Counties Included: Guilford, Forsyth, Alamance, Randolph, Stokes, Davidson, Rockingham.		75	21	42	63	1,026.0	\$50,085
		50	14	28	42	684.0	\$33,390
		25	7	14	21	342.0	\$16,695
GUILFORD CO.	330,200	100	7	14	21	330.0	\$16,695
Includes: Greensboro/High Point		75	5	10	15	247.5	\$11,925
		50	3	7	10	165.0	\$7,950
		25	2	3	5	82.5	\$3,975
High Point	81,300	100	2	3	5	82.5	\$3,975
		75	2	2	4	66.0	\$3,180
		50	1	2	3	49.5	\$2,385
		25	1	1	2	33.0	\$1,590
FORSYTH CO.	276,000	100	6	10	16	264.0	\$12,720
Includes: Winston-Salem		75	5	7	12	192.0	\$9,540
		50	3	5	8	132.0	\$6,360
		25	2	2	4	66.0	\$3,180
SURRY CO.	6,655	100	0	4	4	43.2	\$2,480
Includes: Mt. Airy		50	0	2	2	21.0	\$1,420
ALAMANCE CO.	114,600	100	6	6	12	84.6	\$8,520
Includes: Burlington, Graham		75	5	4	9	66.2	\$6,390
		50	3	3	6	42.3	\$4,260
		25	2	1	3	23.9	\$2,130
RANDOLPH CO.	114,000	100	6	0	6	28.2	\$4,260
Includes: Asheboro		50	3	0	3	14.1	\$2,130
DAVIDSON CO.	127,000	100	4	2	6	44.4	\$4,260
Includes: Lexington & Thomasville	101,000	50	2	1	3	22.2	\$2,130
CABARRUS CO.	117,000	100	7	6	13	185.9	\$8,900
Includes: Concord, Kannapolis		50	4	3	7	100.1	\$4,795
		25	2	2	4	57.2	\$2,740
ROWAN CO.	112,000	100	7	6	13	172.9	\$9,230
Includes: Salisbury		50	4	3	7	79.8	\$4,970
		25	3	1	4	39.2	\$2,840
ROCKINGHAM CO.	86,000	100	4	0	4	26.0	\$2,840
Includes: Reidsville, Eden, Madison		50	2	0	2	13.0	\$1,420
		25	1	0	1	6.5	\$710

The overall size of a poster billboard is 10'5" x 22'8"

The per billboard rate varies based on term of contract. Single panel buys will be quoted individually

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

Piedmont Triad 2010 Poster Coverage & Rates

VIRGINIA MARKETS	POPULATION*	SIZE DAILY GRP'S	ALLOTMENT REG.	ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
PITTSYLVANIA CO.	125,000	100	4	4	8	124.8	\$5,680
Includes: Danville		50	2	2	4	62.4	\$2,840
		25	1	1	2	31.2	\$1,420
HENRY CO.	88,000	100	4	4	8	93.6	\$5,680
Includes: Martinsville		50	2	2	4	46.8	\$2,840
		25	1	1	2	23.4	\$1,420
HALIFAX CO.	42,000	50	4	0	4	20.8	\$2,840
Includes: South Boston		25	2	0	2	10.4	\$1,420

Allotment and D.E.C. D.E.C. Based on 18+ population. Based on the 2005 Traffic Audit Bureau audit. There is a 10% continuity discount on a 13 flight contract for posters.

Mobile Billboard Rates

NUMBER OF DAYS	RATES
1 Weekday (Monday-Friday Only)	\$600
1 Weekend Day (Saturday-Sunday Only)	\$800
1 Week (5 consecutive days: Mon-Fri)	\$3,500

Digital Billboard Rates

MARKET	FLIGHT RATE	BULLETIN SIZE
Winston-Salem	\$2,500	14' X 48'

2010 Bulletin Rates

ROTATING BULLETINS (5% Discount on Each Additional Bulletin Up to Three)

Market: Greensboro, Winston-Salem, High Point, Burlington, NC. Average 10'6" x 36' D.E.C. - 46,800. Average 14' x 48' D.E.C. - 59,100

SIZE	# of Months	Vinyl Provided*-	SIZE	# of Months	Vinyl Provided*	
10'6" x 36'	1	\$3,000	10'6" x 36'	1	\$2,500	
Premium	2	\$2,700	Standard	2	\$2,400	
	3	\$2,600		3	\$2,300	
	4+	\$2,500		4+	\$2,200	
		Greensboro	Winston-Salem			
14' x 48'	1	\$7,000	\$7,400	14' x 48'	1	\$3,100
Premium	2	\$6,000	\$6,000	Standard	2	\$3,000
	3	\$5,000	\$5,000		3	\$2,900
	4+	\$3,500	\$3,700		4+	\$2,800

*Cost Per Month *Customer Provided Vinyl. Fairway prefers 7oz. lightweight vinyl. For more specs visit fairwayoutdoor.com/specs/

EXTENDED ADVERTISING SPACE - \$25.00 per sq. ft. Maximum 100 sq. ft.

Extended space may extend no more than 2' below or 2' beyond each end, and no more than 5' above the unit.

PERMANENT BULLETINS

Available in many markets. Rates and sizes are quoted on request.

Mail all contracts, correspondence, remittance and posting instructions covering markets concerned to:

Mailing Address: Fairway Outdoor Advertising
P.O. Box 5568 Greensboro, NC 27435

Shipping Address: Fairway Outdoor Advertising
1920 West Lee St. Greensboro, NC 27403

(336) 292-4242 / Fax (336) 294-2085 / www.FairwayOutdoor.com

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

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/ 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 OUTDOOR ADVERTISING · 1920 WEST LEE ST. GREENSBORO, NC 27403 · (336) 292-4242 · FAX (336) 294-2085

Visit our website at www.FairwayOutdoor.com