

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Media Mix

Fairway Outdoor Advertising is one of the country's largest outdoor advertising companies.

Headquartered in Augusta GA, Fairway operates five major division operations with nine offices in six southern states. In these markets, Fairway provides our advertisers with excellent opportunities to reach their target audience at the right place and at the right time.

To download our online media kit visit FairwayOutdoor.com/mediakit/

TELEVISION AND OUTDOOR

People are viewing less television. Outdoor reinforces television messages when viewers are away from their homes during the course of daily activities.

Television signals broadcast over a large market area. Outdoor minimizes wasted coverage and improves an advertiser's campaign by providing the ability to target geographically.

Television is expensive. Outdoor improves the efficiency of a television campaign buy driving down CPM costs.

Outdoor reaches light TV viewers who tend to be younger and more affluent than heavy TV viewers.

RADIO AND OUTDOOR

Sight/sound combination. Outdoor captures customers' attention; radio provides the details.

Outdoor re-enforces a radio campaign by providing the visual to accompany the radio message.

Outdoor reinforces radio message and creates top of mind awareness.

Outdoor provides geographic targeting.