



Fairway Outdoor Advertising of Greenville, Spartanburg & Anderson S.C.

Gastonia & Asheville N.C.

Abbeville, Anderson, Cherokee, Greenville, Greenwood,
Oconee, Laurens, McCormick, Newberry, Pickens,
Spartanburg and York Counties of South Carolina

Buncombe, Gaston, Henderson and
Lincoln Counties of North Carolina



GSA 2010 Poster Coverage & Rates

	POPULATION*	SIZE DAILY GRP'S	ALLOTMENT REG.	ALLOTMENT ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
GSA Designated Market Area	2,028,400	100	66	66	132	1,525,200	\$91,740
Anderson S.C., Asheville N.C., Greenville S.C., Spartanburg S.C.	(18+ pop. 1,561,900)	75	50	50	100	1,143,900	\$69,500
		50	33	33	66	762,600	\$45,870
		25	17	17	34	381,300	\$23,630
GSA MSA	1,176,777	100	37	37	74	913,900	\$51,430
Greenville S.C., Spartanburg S.C., Anderson S.C., Seneca S.C., Gaffney S.C.	(18+ pop. 906,000)	75	28	28	56	691,600	\$38,920
		50	19	19	38	469,300	\$26,410
		25	10	10	20	247,000	\$13,900
GREENVILLE METRO, S.C.	586,800	100	16	16	32	470,360	\$24,000
Includes: Clemson, Easley, Fountain Inn, Greenville, Greer, Laurens, Mauldin, Piedmont, Simpsonville, Taylors, Travelers Rest	(18+ pop. 451,800)	75	12	12	24	355,200	\$18,000
		50	8	8	16	236,800	\$12,000
		25	4	4	8	118,400	\$6,000
SPARTANBURG METRO, S.C.	264,800	100	10	10	20	223,000	\$13,900
Includes: Spartanburg, Boiling Springs, Chesnee, Cowpens, Duncan, Greer, Inman, Landrum, Lyman, Pacolet, Woodruff, Wellford	(18+ pop. 202,500)	75	7	7	14	156,100	\$9,730
		50	5	5	10	111,500	\$6,950
		25	3	3	6	66,900	\$4,170
ASHEVILLE METRO, N.C.	388,000	100	11	11	22	324,500	\$15,290
Includes: Asheville, Arden, Black Mountain, Candler, Canton, Enka, Fletcher, Mills River, Swannanoa	(18+ pop. 302,200)	75	8	8	16	236,000	\$11,120
		50	6	6	12	177,000	\$8,340
		25	3	3	6	88,500	\$4,170
GASTON METRO (CHARLOTTE SUBURBAN)	263,000	100	10	10	20	204,240	\$12,200
Includes: Gastonia, Belmont, Bessemer City, Cherryville, Clover, Cramerton, Denver, Kings Mtn., Lincolnton, Shelby, York,	(18+ pop. 198,800)	75	8	8	16	163,392	\$9,760
		50	5	5	10	102,120	\$6,100
		25	3	3	6	61,272	\$3,660
GAFFNEY, S.C.	53,900	100	3	3	6	56,400	\$3,210
Includes: Gaffney, Blacksburg	(18+ pop. 41,100)	50	2	2	4	37,600	\$2,140
		25	1	1	2	18,800	\$1,070
ANDERSON METRO	173,800	100	8	8	16	140,000	\$9,088
Includes: Anderson, Belton, Star, Iva, Piedmont, Pelzer, Pendleton, Williamston	(18+ pop. 133,500)	75	6	6	12	105,500	\$6,816
		50	4	4	8	70,000	\$4,544
		25	2	2	4	35,000	\$2,272
SENECA MICRO (OCONEE COUNTY)	69,600	100	3	3	6	55,200	\$3,408
Includes: Seneca, Walhalla, Westminster, West Union	(18+ pop. 54,600)	50	2	2	4	36,800	\$2,272
		25	1	1	2	18,400	\$1,136

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

GSA 2010 Poster Coverage & Rates

	POPULATION*	SIZE DAILY GRP'S	ALLOTMENT REG.	ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
GREENWOOD MICRO	68,100	100	6	6	12	67,800	\$6,816
Includes: Greenwood, Ware Shoals	(18+ pop. 52,100)	75	4	4	8	45,200	\$4,544
		50	3	3	6	33,900	\$3,408
		25	2	2	4	22,600	\$2,272
ABBEVILLE COUNTY	26,500	100	2	2	4	22,600	\$2,272
Includes: Calhoun Falls, Lowndesville, Abbeville	(18+ pop. 20,300)	50	1	1	2	11,300	\$1,136
		25	0	1	1	6,500	\$568
MCCORMICK COUNTY	18,500	100	2	2	4	9,400	\$2,272
Includes: McCormick	(18+ pop. 10,300)	50	1	1	2	4,700	\$1,136
		25	0	1	1	2,350	\$568
SHELBY MICRO (CLEVELAND COUNTY)	99,200	100	3	3	6	76,500	\$3,408
Includes: Kings Mtn, Shelby	(18+ pop. 74,000)	50	2	2	4	51,000	\$2,272
		25	1	1	2	25,500	\$1,136
NEWBERRY	10,500	100	1	1	2	9,800	\$1,136
Includes: Newberry	(18+ pop. 8,085)	50	0	1	1	5,700	\$568

* Based on November 2005 Sales & Marketing Management

2010 Bulletin Rates

ROTATING BULLETINS 4-MONTH MINIMUM CONTRACT. SHORTER TERMS QUOTED UPON REQUEST.

MARKET	MONTHLY RATE	BULLETIN SIZE	AVERAGE D.E.C.
ANDERSON	\$1,895	10'6" X 36'	15,585
ASHEVILLE	\$2,895	14' X 48'	30,550
GASTONIA	\$1,620	10'6" X 36'	15,125
GREENVILLE	\$3,445	14' X 48'	27,000
SPARTANBURG	\$2,200	10'6" X 36'	17,000

Rates do not include production costs. Fairway prefers 7oz. lightweight vinyl. For more specs visit fairwayoutdoor.com/specs/

DIGITAL BULLETINS

MARKET	MONTHLY RATE	WEEKLY RATE	BULLETIN SIZE	AVERAGE D.E.C.
ANDERSON	\$2,050	\$1,000	10'6" X 36'	16,820
GREENVILLE (Woodruff Rd.)	\$3,075	\$1,500	14' X 48'	21,680
GREENVILLE (Pleasantburg Dr.)	\$2,000	\$1,000	14' X 48'	45,000
GREENVILLE (Pelham Rd.)	\$1,200	\$600	12' X 25'	

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.

SHIPPING ADDRESS - Please ship all vinyl and posting materials for all GSA markets to the address below:

FAIRWAY OUTDOOR ADVERTISING
814 Duncan-Reidville Road • Duncan, SC 29334

For additional information call toll free 1-800-849-3247
For Greenville/Spartanburg local call 1-864-439-6371

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 of the GSA • 814 Duncan-Reidville Road • Duncan, SC 29334 • 1-800-849-3247

Visit our website at www.FairwayOutdoor.com