



## MID-ATLANTIC DIVISION

2010 Poster Coverage & Rates:  
Kentucky  
West Virginia

# 2010 Kentucky Poster Coverage & Rates

	POPULATION	SHOWING SIZE	# OF BOARDS	TRAFFIC COUNTS	D.E.C.	MO. RATE
TAYLOR CO.	18+ Pop.: 19,145	100	8	1816	2506	\$3,200
		75	6			\$2,400
		50	4			\$1,600
		25	2			\$800
KNOX CO.	18+ Pop.: 24,336	100	8	2056	2837	\$3,600
		75	6			\$2,400
		50	4			\$1,600
		25	2			\$800
MAGOFFIN CO.	18+ Pop.: 10,046	100	6	1264	1744	\$2,250
		75	4			\$1,600
		50	3			\$1,200
		25	1			\$400
LETCHER CO.	18+ Pop.: 18,576	100	8	1570	2167	\$3,600
		75	6			\$2,400
		50	4			\$1,600
		25	2			\$800
MARTIN CO.	18+ Pop.: 9,855	100	6	1207	1666	\$2,250
		75	4			\$1,600
		50	3			\$1,200
		25	1			\$400
ROWAN CO.	18+ Pop.: 18,343	100	5	2831	3906	\$2,000
		75	4			\$1,600
		50	2			\$800
		25	1			\$400
MORGAN CO.	18+ Pop.: 11,274	100	8	980	1353	\$2,800
		75	6			\$2,400
		50	4			\$1,600
		25	2			\$800
MONTGOMERY CO.	18+ Pop.: 19,454	100	6	2166	2988	\$2,400
		75	5			\$2,000
		50	3			\$1,200
		25	2			\$800
LAWRENCE CO.	18+ Pop.: 12,844	100	6	1452	2003	\$2,300
		75	5			\$2,000
		50	3			\$1,200
		25	2			\$800
BOYD CO.	18+ Pop.: 38,191	100	7	3999	5518	\$2,800
		75	5			\$2,000
		50	3			\$1,200
		25	2			\$800

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	POPULATION	SHOWING SIZE	# OF BOARDS	TRAFFIC COUNTS	D.E.C.	MO. RATE
PIKE CO.	18+ Pop.: 51,441	100	13	2814	3883	\$5,800
		75	10			\$3,500
		50	7			\$3,500
		25	3			\$1,500
FLOYD CO.	18+ Pop.: 32,681	100	10	2344	3235	\$4,500
		75	8			\$4,000
		50	5			\$2,500
		25	3			\$1,500
JOHNSON	18+ POP 18,466	100	9	1470	2028	\$4,000
		75	7			\$3,500
		50	5			\$2,500
		25	2			\$1,000
BREATHITT CO.	18+ Pop.: 12,102	100	7	1218	1680	\$2,500
		75	5			\$2,000
		50	4			\$1,600
		25	2			\$400
LAUREL CO.	18+ Pop.: 43,716	100	12	2687	3708	\$5,400
		75	9			\$4,500
		50	6			\$3,000
		25	3			\$1,500
PERRY CO.	18+ Pop.: 22,406	100	7	2167	2990	\$3,100
		75	6			\$3,000
		50	4			\$2,000
		25	2			\$1,000
PULASKI CO.	18+ Pop.: 47,161	100	14	2370	3271	\$6,300
		75	11			\$5,500
		50	7			\$3,500
		25	4			\$2,000

## 2010 West Virginia Poster Coverage & Rates

COUNTIES	POPULATION	SHOWING SIZE	# OF BOARDS	REACH	FREQUENCY	D.E.C.	CPM	RATE	MO. RATE*
Boone, Logan, Mingo	18+ Pop.: 117,763	100	24	96%	30	112,968	\$1.52	\$9,600	\$10,800
		75	18	91%	23	84,726	\$1.52	\$7,200	\$8,100
		50	12	87%	16	56,484	\$1.52	\$4,800	\$5,400
		25	6	77%	9	28,242	\$1.52	\$2,400	\$2,700

## Shipping & Contact Info

Fairway Outdoor Advertising  
 146 Conn Street, Suite 3 • Ivel, KY 41642 • 800-489-8008 • Fax: 606-478-9899 • [FairwayOutdoor.com](http://FairwayOutdoor.com)

# 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.

## SNIPES 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/](http://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.