



## SOUTHWEST DIVISION

2010 Bulletin Coverage & Rates:

Texas

Oklahoma

Louisiana

Arkansas

# Texas 2010 Bulletin Coverage & Rates

DMA	COUNTY	POP	RATE	MAJOR HIGHWAY / INTERSTATE
Abilene / Sweetwater	Eastland	18,186	\$500	I-20
Austin	Bastrop	73,491	\$500	Hwy 71
	Fayette	22,698	\$500	I-10
	Williamson	40,398	\$500	I-35
Beaumont / Port Arthur	Hardin	52,143	\$600	Hwy 96
	Jasper	2,275	\$500	Hwy 96
	Tyler	20,470	\$500	Hwy 69
Corpus Christi	Jim Wells	41,069	\$300	Hwy 281
	Kelburg	30,739	\$400	Hwy 77
	Nueces	322,077	\$900	I-37
Dallas / Fort Worth	Anderson	13,645	\$350	Hwy 155 & Hwy 79
	Cooke	72,654	\$350	I-35
	Denton	636,557	\$350	I-35
	Ellis	148,816	\$600	I-35
	Erath	33,011	\$500	Hwy 281 & Hwy 377
	Henderson	78,814	\$350	I-35
	Hill	35,637	\$600	I-35
	Hopkins	33,804	\$350	I-35
	Rockwall	77,633	\$350	I-30
	Navarro	49,456	\$500	I-45
	Palo Pinto	27,486	\$400	Hwy 281
	Parker	111,776	\$400	US 180
	Tarrant	1,750,091	\$500	US 199
	Wise	581,506	\$400	Hwy 287
Houston	Austin	26,851	\$600	I-10
	Colorado	20,734	\$500	I-10
	Matagora	37,625	\$500	Hwy 35
	Polk	46,144	\$500	Hwy 59
	Trinity	14,147	\$400	Hwy 19
	Walker	35,995	\$500	Hwy 19
	Wharton	40,791	\$400	Hwy 59
San Antonio	Bexar	1,622,899	\$800, \$600	I-10 & I-35
	Comal	109,635	\$700	I-35
	Guadalupe	117,172	\$500	I-10
	Hays	149,476	\$500	I-35
	Kendall	4,432	\$900	I-10
	Medina	44,275	\$400	Hwy 190
Tyler / Longview	Angelina	83,038	\$600	Hwy 69
	Cherokee	48,321	\$500	Hwy 69
	Harrison	63,594	\$350	Hwy 59
	Houston	22,698	\$500	Hwy 19
	Nacogdoches	62,768	\$600	Hwy 59
	Panola	23,084	\$300	Hwy 59
	Rusk	48,887	\$300	Hwy 259
	Smith	7,942	\$350	Hwy 155 & Hwy 31
Waco / Temple / Bryan	McLennan	230,213	\$600	I-35
Wichita Falls / Lawton	Clay	10,888	\$500	Hwy 287
	Hardeman	3,984	\$600	Hwy 287 & I-44
	Montague	19,716	\$500	Hwy 287
	Wichita	127,321	\$600	I-44
	Wilbarger	13,782	\$500	Hwy 287

## Oklahoma 2010 Bulletin Coverage & Rates

DMA	COUNTY	POP	RATE	MAJOR HIGHWAY /INTERSTATE
Ft. Smith / Fayetteville/ Springdale / Rogers	Le Flore	37,947	\$350	Hwy 59
	Sequoyah	38,972	\$600	I-40
Joplin / Pittsburg	Ottawa	33,194	\$600	I-40
Oklahoma City	Caddo	30,150	\$600	I-40
	Canadian	106,079	\$600	I-40
	Custer	4,185	\$400	I-40
	Garvin	27,210	\$300	Hwy 19
	Grady	50,490	\$300	Hwy 44
	Kay	45,362	\$400	Hwy 177
	Logan	33,924	\$600	I-35
	McClain	27,740	\$350	I-35
	Noble	11,411	\$600	I-35
	Payne	68,190	\$600	I-35
	Pottawatomie	65,521	\$600	I-40
Seminole	6,899	\$600	I-40	
Woodward	18,486	\$400	Hwy 270/412	
Sherman / Ada	Atoka	2,988	\$400	Hwy 69
	Bryan	36,534	\$400	Hwy 69
	Carter	58,865	\$400	I-35
	Choctaw	15,342	\$400	Hwy 70
	Pontotoc	26,726	\$400	Hwy I & Hwy 99
Shreveport	McCurtain	34,402	\$300	Hwy 70
Tulsa	Adair	21,038	\$300	Hwy 59
	Cherokee	21,451	\$300	Hwy 62
	Craig	5,275	\$500	I-44
	Delaware	118,769	\$400	Hwy 59
	Mayes	38,369	\$300	Hwy 69
	McIntosh	10,847	\$300	Indian Nature Turnpike
	Muskogee	69,451	\$300	Hwy 69
	Nowata	10,569	\$400	Hwy 169
	Okfuskee	11,814	\$400	I-40
	Okmulgee	39,685	\$600	I-40
	Pittsburg	43,953	\$300	Hwy 69
Wagoner	57,491	\$300	Hwy 69	
Wichita Falls / Lawton	Jackson	28,439	\$400	Hwy 283
	Stephens	25,435	\$300	Hwy 81

## Louisiana 2010 Bulletin Coverage & Rates

Monroe / El Dorado	Lincoln	42,651	\$300	Hwy 167
	Morehouse	28,602	\$300	Hwy 142
Shreveport	Webster	40,754	\$300	Hwy 371 and Hwy 159

# Arkansas 2010 Bulletin Coverage & Rates

DMA	COUNTY	POP	RATE	MAJOR HIGHWAY /INTERSTATE
Ft. Smith / Fayetteville / Springdale / Rogers	Benton	36,881	\$500	I-540 & US 71B
	Crawford	59,682	\$600	I-40
	Johnson	24,851	\$700	I-40
Little Rock / Pine Bluff	Bradley	11,906	\$300	Hwy 278
	Conway	92,640	\$1,000	I-40
	Drew	18,670	\$300	Hwy 425 & Hwy 278
	Faulkner	106,823	\$600	I40 and Hwy 65
	Hot Springs	31,909	\$450	I-30
	Independence	34,641	\$300	Hwy 167
	Ouachita	25,770	\$300	Hwy 79 & Hwy 7
	Pope	59,972	\$600	I-40
	Van Buren	16,575	\$300	Hwy 65
Memphis	St. Francis	26,336	\$600	I-40
Monroe / El Dorado	Ashley	222,333	\$300	Hwy 82
	Union	43,213	\$400	Hwy 167 & Hwy 82
Shreveport	Columbia	24,146	\$300	Hwy 79 & Hwy 82
Springfield	Baxter	42,115	\$300	Hwy 62 & Hwy 5
	Carroll	11,993	\$300	Hwy 62 & Hwy 23

## 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.

## Artwork Guidelines

### 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.

## Shipping & Contact Info

Fairway Outdoor Advertising • 11999 Plano Road Suite 180 • Dallas, TX 75243 • 800-635-5048