

POSTERS

Big, bold and colorful. Just like your brand.



58% buy a product after seeing an OOH ad after 5 exposures

- Outdoor Advertising Association of America

POSTER PANELS

Posters are distributed widely throughout the market on primary and secondary arteries to provide complete and instantaneous coverage. Posters take advantage of the fact that 80 percent of the traffic travels on 20 percent of the roadways.

UNIT-OF-SALE

Posters are sold in packages. Poster packages are sold according to Target Rating Point (TRP) levels, which correlate to the percentage of the market an advertiser wishes to reach per week. A 100 TRP, will yield weekly exposures equal to 100 percent of the target audience.

FREQUENCY & REACH

An average 100 weekly TRP buy builds to a frequency of about 8 times in 28 days. In addition, that same 100 TRP buy will reach 55 percent of a market in 28 days.

CONTRACT PERIOD

Customarily sold in weekly intervals of 4 to 52 weeks. Posting every Monday.

ARTWORK

Less is more, much more when using outdoor advertising to communicate a message. The most effective designs focus on a single idea. An advertiser should consider the most important product benefit to communicate and express that message to consumers.

PRODUCTION

Production normally requires two weeks from receipt of finished approved art.

For complete artwork guidelines visit our [website](#). Fairway uses the Circle Graphics, Formetco and Lamar hanging system. Contact your Account Executive or Market Manager to find out which system is being used on your location.

For artwork templates visit our [website](#).

People like OOH [out-of-home]. People notice OOH. Most importantly, people respond to OOH.