

THE VALUE OF OOH

OOH audiences are increasing. Two words, rush hour.



**Fairway's
billboards
consistently
bring 20 to 30
new patients
to our practice
per month.**

- Dr. Eric Cavaciuti
Georgia Medical
Treatment Center

RETURN ON INVESTMENT (ROI)

OOH delivers the lowest cost per thousand (CPM) compared to any other media format. Your ad dollars will go further and provide you with a greater return.

THE LAST WORD

Outdoor advertising is the final reminder of your product or service; it's the point of sell before the point-of-sale. Outdoor advertising bridges the gap between the in-home message and the out-of-home purchase. And the advantage of the "last word" is never more evident than when it comes to last-minute, impulse buying.

COMPETITIVE PLACEMENT

Place your message close to your competitors. With the appropriate location you will increase your market share by capturing their customers.

CREATIVE

Our award-winning creative team will deliver a high quality design unique to your brand and advertising objectives. Your ad will stand out, your name will be more memorable in the minds of consumers and your campaign will be more successful.

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

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