Fairway Outdoor Advertising is one of the country’s finest outdoor advertising companies. Fairway operates nine major divisions with over 17,400 billboard, poster & digital displays. Fairway provides our advertisers with excellent opportunities to reach their target audience at the right place and at the right time.

To see detailed maps of our markets visit our website.
Consumers are driving more miles and spending more time in their cars than ever before. These mobile consumers are a captive audience and OOH (out-of-home) is the “unforgettable” medium that targets them best.

**TARGETED**
OOH delivers your message to a specific audience and coverage area. Your ad dollars are invested towards your most promising prospects, minimizing wasteful exposure.

**HIGHLY VISIBLE**
OOH delivers your message in a big, bold unavoidable format. Your message will be seen and your name/brand will stand out from your competition.

**REPETITION**
OOH delivers your message repeatedly 24/7. Reminding consumers constantly of your business, making them more likely to buy from you.

**MEDIA BOOST**
Unlike other media formats, OOH cannot be turned down, thrown away, or fast-forwarded. OOH will improve the efficiency of your advertising by filling in the gaps left by the others.

**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.

The billboard worked wonders, we are receiving 3-5 calls a day...

- Meredith Petry
  Center Administrator
  Athens Sleep & Wellness Center

People like OOH (out-of-home). People notice OOH. Most importantly, people respond to OOH.
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.
BULLETINS
Ever try to not see one?

EXTENSIONS
To increase the impact of bulletins and other out-of-home displays, extensions (cutouts that extend beyond the basic shape of the structure) are often used.

BULLETINS
A bulletin is the most traditional form of out-of-home media, and remains the most effective and cost-efficient vehicle for delivering advertising messages to a wide variety of consumers. Rising above interstates, highways and surface streets, Bulletins impact and inform audiences while directing and influencing their purchasing decisions.

UNIT-OF-SALE
There are two types of bulletins, permanent and rotary. Rotary bulletins are moved to different, pre-approved locations periodically to give broad market coverage. Permanent bulletins afford dominant coverage of high traffic fixed locations. The advertising message remains at a single location throughout the contract duration.

PRODUCTION
Production normally requires two weeks from receipt of finished approved art.
Utilizing the newest technology, digital billboards are computer controlled LED displays. Their colors are vibrant and the images are crystal-clear.

Digital billboards are the perfect medium for an advertiser that wants the impact of traditional outdoor and the flexibility of Internet advertising.

**THE BENEFITS**

**NO PRODUCTION COSTS** - Because ads are displayed electronically, you have no printing or shipping costs.

**FLEXIBILITY** - Digital Billboards give you the freedom to update your message weekly, daily, even hourly.

**MULTIPLE MESSAGES** - Unconstrained by production cost, you can display multiple messages.

**DYNAMIC CONTENT** - Digital billboards give advertisers the advantage of deliver real-time information in your ads. Such as, weather, stock quotes, interest rates and news headlines.

90% of people notice messages on digital billboards some or most of the time.

- Arbitron Digital Billboard Report

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WHAT IS A TRI-VISION BILLBOARD
The surface of a Tri-Vision Billboard is divided into vertical strips. Each strip has three sides which rotate on a timed schedule. Compared to a static board, the changing of the message alone draws more eyes to your advertisement. You can purchase one of the sides, or create a three stage message by purchasing all three sides.

TRI-VISIONS HAVE INCREASED VIEWERSHIP
The Outdoor Marketing Association of Canada commissioned a study to measure the effectiveness of Tri-Visions. Results show that Tri-Visions garnered 30% more viewership than static signs with study participants looking at static signs an average of 1.91 times and Tri-Visions an average of 2.43 times. Increased viewership means increased frequency.

TRIVISIONS ATTRACT & HOLD ATTENTION
Tri-Visions attract and hold attention by engaging the viewer in anticipating the unknown. Motion has a powerful grip on people’s attention and perception.

TRIVISIONS HAVE A HIGHER RECALL RATE
Louisiana State University conducted a research study to determine the recall effectiveness of outdoor advertising. Results show that Tri-Visions had a recall rate of 66% which was 34% higher than the static board recall rate of 32%.
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.

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.
“Billboards work flawlessly as an advertising tool and we plan to use them for years to come!”
- Eric Baehr
  Hampton Inn

“I still have people come up to me and say “Didn’t I see you on that billboard?”
- Susan Williams
  Peach State Bank & Trust

“Billboards have almost single-handedly turned our business around!”
- Zach Whitsel
  General Manager - Athens Recycling

“We believe billboard advertising to be a strong asset in our current advertising plan.”
- Emily Whitehead
  Marketing Dir. - Milton Martin Toyota

“The day our first board went up, the phones started ringing and did not stop.”
- Darrell Ake
  Automobile Acceptance Corporation

“Fairway’s billboards consistently bring 20 to 30 new patients to our practice per month.”
- Dr. Eric Cavaciuti
  Georgia Medical Treatment Center
THE CREATIVE CHALLENGE

Show. Don’t tell.

STICK TO ONE MESSAGE
A common mistake is trying to accomplish too much with a single ad.

THE MESSAGE

>>> Express one idea concisely.

COPY

>>> Use short copy lines. Seven words or less.
>>> Make sure the advertiser’s name is legible.

IMAGES

>>> Choose images with simple backgrounds.
>>> Avoid using landscapes or complex scenes.
>>> Make a small object large (like jewelry) rather than a large object small (like a house).

TEST YOUR DESIGN
Show your design to someone for seven seconds. Did they get it? View your design from a distance. Does it read from fifteen feet away?
IMAGES & RESOLUTION
Google Images probably won't work.

People like OOH (out-of-home). People notice OOH. Most importantly, people respond to OOH.

IMAGES FROM WEBSITES
Most images and logos captured from websites have a resolution of 72 dpi (monitor resolution). These images and logos look fine on screen, but when enlarged and printed on a billboard they will look fuzzy or jagged. Images and logos need to have a minimum resolution of 300 dpi.

DO NOT USE IMAGES FROM:
> Typical Internet Images
> Google Images
> Scanned Business Cards
> Digital Camera Pictures at low quality settings

USE IMAGES FROM:
> Media Sites
> Stock Photography Sites
> Digital Camera Pictures at its highest quality setting

ACTUAL SIZE OF AN INTERNET IMAGE:
4”X6” IN AT 72 DPI

THE SAME IMAGE ENLARGED
1200% TO 6’X4’ AT 72 DPI

THE SAME IMAGE ENLARGED
1200% TO 6’X4’ AT 300 DPI

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