



FAIRWAY OUTDOOR ADVERTISING

**“Buy Local”
Campaign Initiative
between
Fairway Outdoor Advertising of the Triad
and members of
Triad Chambers of Commerce and Guilford Merchants Association**

Objective:

To increase visibility, awareness and revenue of member businesses through a mutually agreeable partnership with Fairway Outdoor Advertising in conjunction with the “Buy Local” initiative.

**Buy 2 Poster Panel Billboards
and
Receive 2 Poster Panel Billboards FREE!***

Total Billboard Space and Production \$2090

(Regular Price \$3550, A Savings of \$1830)

- *Posting period is for 1 flight (4 weeks) time period for each billboard.*
- *Package can not be used in conjunction with current Fairway Outdoor Advertising contract(s).*
- *All billboard postings are on a space available basis.*
- *Poster Panel size: 10’6” X 22’8”*
- *Production will include graphic design, if desired, as well as printing of SSP’s.*
- *All artwork and creative services must be to Fairway Outdoor Advertising of the Triad 30 days prior to the posting date. All artwork must be approved by Fairway Outdoor Advertising prior to posting.*
- *Contract must be signed between June 8, 2009-August 31, 2009. Posting from June 8, 2009 to December 31, 2009.*



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