



FAIRWAY OUTDOOR ADVERTISING

Asheville Posters Audience 18+

Platinum

Size of Units 10'6 x 22'8
Audience 261,000-75,500
50 locations in
Asheville/Buncombe County

\$250 per week/per unit

Plan Median Reach 49,357 pw/pu

Plan Reach % 25.7 pw/pu

Median Average Freq. 5.9 pw/pu

Cost Per Point \$6.54 pw/pu

Gold

Size 10'6 x 22'8
Audience 74,700-55,000
35 locations in
Asheville/Buncombe County

\$170 per week/per unit

Plan Median Reach 23,367 pw/pu

Plan Reach % 12.2 pw/pu

Median Average Freq. 5.6 pw/pu

Cost Per Point \$9.89 pw/pu

Silver

Size of Units 10'6 x 22'8
Audience 54,400-27,000
65 locations in
Asheville/Buncombe County

\$130 per week/per unit

Plan Median Reach 19,861 pw/pu

Plan Reach % 10.3 pw/pu

Median Average Freq. 5.4 pw/pu

Cost Per Point \$9.33 pw/ pu

Bronze

Size of Units: 12' x 25'
Audience 26,000-11,000
40 locations in
Asheville/Buncombe County

\$100 per week/per unit

Plan Median Reach 11.379 pw/pu

Plan Reach % 5.9 pw/pu

Median Average Freq. 5.2 pw/pu

Cost Per Point \$11.53 pw/ pu