

Tuscarawas County Fair Book

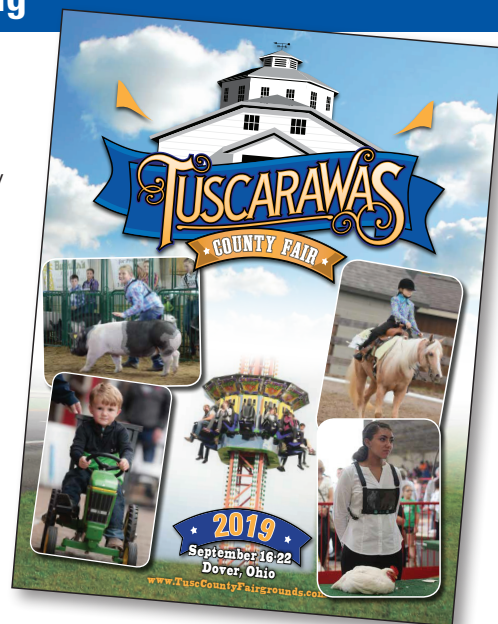
2019 Advertising

Dear Community Supporter,

You've been kind, generous and loyal.

And to show our appreciation on behalf of the Tuscarawas County Fair and 4-H programs, we'd like to extend to you a special offer to help give your company the opportunity to gain additional exposure throughout the community at a VERY economical cost.

- Enjoy a discount on digital sign advertising with your ad placement!
- FAIR SPONSORS receive FREE ad space in the fairbook and on the digital sign for (see insert)!



➔
**PREMIUM
POSITIONS
in the Events
Section in the
front of the
Fairbook!**

(based on availability)



FAIR BOOK DETAILS

This is the 'go to guide' for all the fair activities!

- Junior and Senior Fair Rules & Entry Forms.
- 2019 calendar of events.
- 2018 Grand & Reserve Champion photos.
- Full color cover and black print inside, 88 total pages!
- 2,500 copies are distributed in June plus an electronic version is posted on-line at www.tusccountyfair.com.



SAVE \$25 - \$75 ON DIGITAL ADVERTISING

All fair book advertisers will have the opportunity to take advantage of discounts on digital billboard advertising on the sign at the fair grounds main gate (Wooster Ave.).

See attached rate sheet for details.

RESERVE YOUR AD SPACE BY APRIL 30, 2019!
See following pages for contract & details.

2019 TUSCARAWAS COUNTY FAIR BOOK AD PRICES & SIZES

FULL PAGE ADS

7.75" x 10.25"

Full page rates/options

- A. Full color outside back cover: \$675
(based on availability)
- B. Full color internal pages: \$575
(based on availability)
- C. Black & white internal pages: \$415

See below for special digital advertising offer.

QUARTER PAGE ADS

3.5"x4.5"

Quarter page rates/options

- A. PREMIUM POSITIONS (Events Section)
b/w only: \$215
(based on availability)
- B. Black & white internal pages: \$175

**Fairbook
PREMIUM
POSITIONS
only available
for 1/4 page ads**

SPECIAL OFFER: Quarter page advertisers receive \$25 off Digital Ad space of 4 weeks or more.*

HALF PAGE ADS

7.75" x 5"

Half page rates/options

- A. Full color internal pages: \$325
(based on availability)
- B. Black & white internal pages: \$295

BUSINESS CARD ADS

1/8 page - 3.5" x 2"

Black & White interior pages only - \$115

SPECIAL OFFER: Business card advertisers receive \$25 off Digital Ad space of 4 weeks or more.*

**Digital
Sign
Discounts!**

SPECIAL OFFERS FOR FULL AND HALF PAGE ADVERTISERS:

Full color advertisers receive \$75 off digital ad space of 8 weeks or more.*

Full and Half page black & white advertisers receive \$50 off digital ad space of 8 weeks or more.

Full color ads available on a limited basis; please contact Jonna Cronebaugh at 330.243.6373 or jonna@mcsprintsource.com for more information.

* Political messages not permitted on the digital sign.



5190 Evans Creek Rd SW
Sugarcreek, OH 44681
Office: 330.897.1134

TUSCARAWAS COUNTY FAIRGROUNDS

Digital Sign Advertising Information

RATE SCHEDULE:

\$50/week - one message
 \$95/ 2 weeks - one message
 \$175/ 4 weeks (\$43.75/week) - 2 messages
 \$325/ 8 weeks (\$40.63/week) - 4 messages
 \$475/ 12 weeks (\$39.58/week) - 5 messages
 \$835/ 26 weeks (\$32.12/week) - 8 messages
 \$1,550/ 52 weeks (\$29.81/week) - 12 messages
 Additional messages for each contract: \$25 each

TRAFFIC COUNT 8,900* Wooster Avenue south-bound cars per day. That's well over 10,000 people that will see your message every day!

*Vehicle Traffic Count from City of Dover April 2011

Advertising Details:

- Other contract lengths available - let us know what you need and we will quote it for you
- Multiple week contracts can be split into 7 day time slots over 12 months
- Maximum purchase is 3 slots
- Limit of 20 messages to be displayed at any one time (each message displays for :30 seconds)
- Payment Information: Pre-payment for any contract 4 weeks and under. Contracts for more than 4 weeks can set up multiple payments but the initial payment is to be paid before the messages will start. Credit cards accepted.
- Political messages are not permitted on the sign.

Located at the Wooster Avenue Gate stop light with steady, high volume traffic flow.



Your Message:

- Every message will display for :30 each and must be a static image, i.e. no video or moving graphics (per City of Dover regulations)
- We will help you create a simple, to-the-point message. For best readability limit your message to 3 lines of text; business or event name and 2 lines of text explaining your service, special, event, etc. including contact information (approx. 25 characters per line).
- Advertisers will receive an electronic proof that must be approved before the message will be displayed on the sign - 2 proofs for each image included with the cost of your advertising. Each additional proof is \$25.

TO ADVERTISE

Jonna Cronebaugh
Marketing Consulting Services
330.243.6373 mobile
jonna@mcsprintsourc.com

*Rates valid as of January 2019

2019 Tuscarawas County Fair Book Advertiser Contract

FAIR BOOK Black & White Interior Ads

- ☐ 1/4 Page \$ 175
☐ 1/4 Page PREMIUM POSITION on
Events Page \$ 205
☐ Business card \$ 115

___ *Yes I would like to take advantage of \$25 OFF
digital advertising. Political messages not permitted on the sign.*

- ☐ Half Page \$ 295
☐ Full Page \$ 415

___ *Yes I would like to take advantage of \$50 OFF
digital advertising. Political messages not permitted on the sign.*

FAIR BOOK Color Ads - Limited Availability

- ☐ Full Page \$ 575
☐ Half Page \$ 325

___ *Yes I would like to take advantage of \$75 OFF
digital advertising. Political messages not permitted on the sign.*

FAIR SPONSORSHIP

___ *Yes I am interested in becoming a Fair Sponsor,
please contact me to discuss further.*

ADVERTISING DEADLINE IS APRIL 30, 2019

- Please indicate one of the following:
- ☐ Please repeat last year's ad (if applicable)
☐ My ad will come press ready - materials due **May 7, 2019**
☐ I would like Marketing Consulting Services to design my ad.
Please submit logo, photos and ad copy with this contract.

Business Name: _____

Contact: _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Send Invoice/Receipt to: _____

Authorized Signature

Date

To secure your space please return this contract by April 30, 2019 to:

Make Checks payable to: Marketing Consulting Services.



Marketing Consulting Services

Attn: Jonna Cronebaugh
5190 Evans Creek Rd. SW
Sugarcreek, OH 44681
Cell: 330.243.6373

Email: jonna@mcsprintsource.com

*Please send all ad materials in hi resolution pdf, jpg, eps,
or tif format to: jonna@mcsprintsource.com*