



## TUSCARAWAS COUNTY FAIRGROUNDS

### Digital Sign Advertising Information

#### INTRODUCTORY 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.