

171st Annual
**TUSCARAWAS
COUNTY FAIR**



September 20-26, 2021

Sponsorship Opportunities

Show your support and gain marketing to more than **50,000 customers** during the **7 days** of the Tuscarawas County Fair - and beyond!

MANY SPONSORSHIP PACKAGES INCLUDE:

- Banner display
- Social media boosts
- Promotion on fair website
- Fair book ads
- Day passes
- Digital sign advertising
- Event Sponsorships
- ...And more!



Follow us on Facebook @tcofair

Over 6,000 followers!



www.TuscCountyFairgrounds.com

Over 50,000 hits May-Sept. 2019

**Tuscarawas County Fair Book
2021 Advertising**

Dear Community Supporter,

You've been kind, generous and loyal in supporting the Fair during a very difficult year.

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)!

FAIR BOOK DETAILS

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

- Junior and Senior Fair Rules & Entry Forms.
- 2021 calendar of events.
- 2020 Grand & Reserve Champion photos.
- Full color cover and black print inside, 100 total pages!
- 2,000 copies are distributed in July 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.).

Minimum 4 week contract.

See attached rate sheet for details.

RESERVE YOUR FAIR BOOK AD SPACE BY MAY 24, 2021!

See following pages for details on fair book ads, digital sign advertising and sponsorship opportunities.

2021 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: \$695
(based on availability)
- B. Full color internal pages: \$595
(based on availability)
- C. Black & white internal pages: \$415

CHAMPION SPONSORS

Receive full page ad FREE

\$50-75 OFF digital advertising with full page ad!

Minimum 4 week contract.
Political messages not permitted on the sign.

QUARTER PAGE ADS

3.5" x 4.5"

Quarter page rates/options

A. PREMIUM POSITIONS (Events Section)

b/w only: \$215
(based on availability)

B. Black & white internal pages: \$175

RED RIBBON SPONSORS

Receive quarter page ad FREE

\$25 OFF digital advertising with 1/4 page ad!

Minimum 4 week contract.
Political messages not permitted on the sign.

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

(Limited to 6 spaces. Based on availability)

HALF PAGE ADS

7.75" x 5"

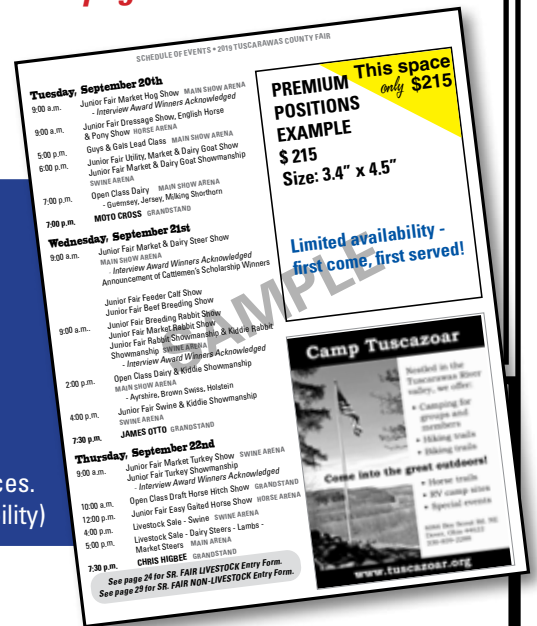
Half page rates/options

- A. Full color: \$345
(based on availability)
- B. Black & white internal pages: \$295

BLUE RIBBON & BEST OF SHOW SPONSORS

Receive half page ad FREE

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



\$50-75 OFF digital advertising with half page ad!

Minimum 4 week contract.
Political messages not permitted on the sign.

BUSINESS CARD ADS

1/8 page - 3.5" x 2"

Black & White interior pages only - \$115

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



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!

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.
- Image Size: 480 x 192 pixels; 72 dpi JPG image required.

TO ADVERTISE

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

2021 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

___ *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.*

- Business card \$ 115

FAIR BOOK Color Ads - Limited Availability

- Full Page \$ 595
 Half Page \$ 345

___ *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 MAY 24, 2021

- Please indicate one of the following:
- Please repeat last year's ad (if applicable)
 - My ad will come press ready - materials due **May 24, 2021**
 - 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(s): _____

E-mail: _____

Send Invoice/Receipt to: _____

Authorized Signature

Date

To secure your space please return this contract by **May 24, 2021 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@mcsprintsources.com

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