

174<sup>th</sup> Annual

# TUSCARAWAS COUNTY FAIR



September 16-22, 2024

## 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!

For details visit:

[www.TuscCountyFairGrounds.com/fair-sponsorships](http://www.TuscCountyFairGrounds.com/fair-sponsorships)



Follow us on Facebook @tcofair - 9200+ followers

Instagram: Tusc Co Ag Society



[www.TuscCountyFairgrounds.com](http://www.TuscCountyFairgrounds.com)

Over 45,000 hits in 2023

## Tuscarawas County Fair Book 2024 Advertising

On behalf of the Tuscarawas County Fair and 4-H programs, the Tuscarawas County Agricultural Society is providing a special offer to your company! Gain additional exposure throughout the community at a VERY economical cost with Fair Book Ads, Digital Advertising and Sponsorship Opportunities!

### BUNDLE ITEMS FOR BIGGER DISCOUNTS:

- Discount on digital sign advertising with your ad placement!
- Discount on repeating an ad in Muskingum County Fair Book
- FAIR SPONSORS receive FREE ad space in the fair book and on the digital sign!

### FAIR BOOK DETAILS

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

- Junior and Senior Fair Rules.
- 2024 calendar of events.
- 2023 Grand & Reserve Champion photos.
- Full color cover and black print inside, 100 total pages!
- 2,000 copies are distributed in June plus an electronic version is posted on-line at [www.tusccountyfair.com](http://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 10, 2024!**

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

# 2024 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 Fair 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.

## HALF PAGE ADS

7.75" x 5"

Half page rates/options

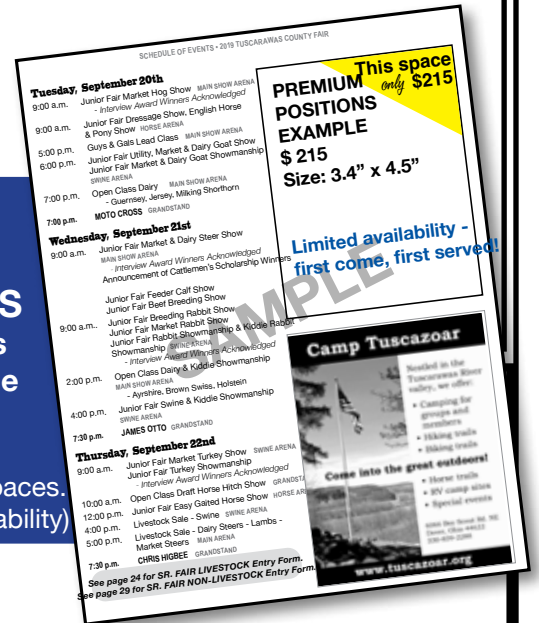
- A. Full color: \$345  
(Based on availability)
- B. Black & white internal pages: \$295

## 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](mailto:jonna@mcsprintsource.com) for more information.

**PREMIUM POSITIONS in the Events Section in the front of the Fair book!**  
(Limited to 6 spaces. Based on availability)



**\$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](mailto:jonna@mcsprintsource.com)

# 2024 Tuscarawas County Fair Book Advertiser Contract

<b>FAIR BOOK Black &amp; White Interior Ads</b> <input type="checkbox"/> 1/4 Page \$ 175 <input type="checkbox"/> 1/4 Page PREMIUM POSITION on Events Page \$ 205 <i>___ Yes I would like to take advantage of \$25 OFF digital advertising. Political messages not permitted on the sign.</i> <input type="checkbox"/> Half Page \$ 295 <input type="checkbox"/> Full Page \$ 415 <i>___ Yes I would like to take advantage of \$50 OFF Digital advertising. Political messages not permitted on the sign.</i> <input type="checkbox"/> Business card \$ 115	<b>FAIR BOOK Color Ads - Limited Availability</b> <input type="checkbox"/> Full Page \$ 595 <input type="checkbox"/> Half Page \$ 345 <i>___ Yes I would like to take advantage of \$75 OFF</i>
	<b>FAIR SPONSORSHIP</b> <i>___ Yes I am interested in becoming a Fair Sponsor, please contact me to discuss further.</i>
	<b>15% DISCOUNT ON MUSKINGUM COUNTY FAIR BOOK AD</b> <i>Ask about deadlines and rates when advertising in multiple books!</i>

**ADVERTISING DEADLINE IS MAY 10, 2024!**

- Please indicate one of the following:
- Please repeat last year's ad (if applicable)
  - My ad will come press ready - materials due **May 15, 2024**
  - 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 10, 2024** 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](mailto:jonna@mcsprintsources.com)**

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



**MARKETING**  
CONSULTING SERVICES  
create.design.captivate

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

## TUSCARAWAS COUNTY FAIR GROUNDS

### Digital Sign Advertising Information

#### RATE SCHEDULE:

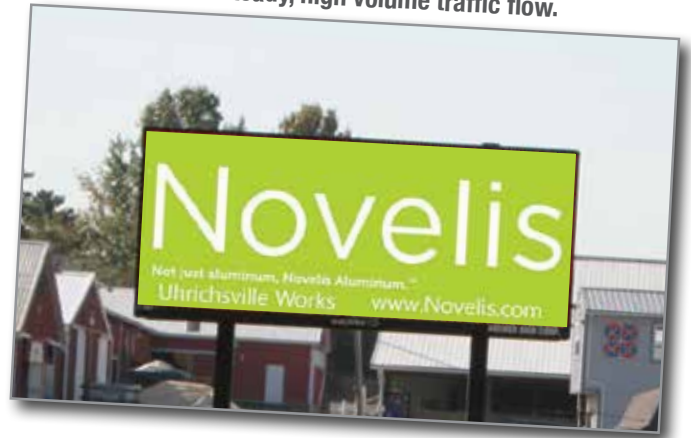
\$60/week - one message  
\$115/ 2 weeks - one message  
\$195/ 4 weeks (\$48.75/week) - 2 messages  
\$345/ 8 weeks (\$43.13/week) - 4 messages  
\$495/ 12 weeks (\$41.25/week) - 5 messages  
\$865/ 26 weeks (\$33.27/week) - 8 messages  
\$1,595/ 52 weeks (\$30.67/week) - 12 messages  
Additional messages 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:

- 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 message 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@mcsprintsources.com

\*Rates valid as of February 2024