

PEMBERVILLE FREE FAIR, INC

FAIRBOOK ADVERTISING

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Fair Book Production

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Once again it is time to start planning the 2017 Pemberville Free Fair! A very important part of this process is the fair book. The fair book is a directory of the entire fair – including all events, times, schedules, sponsors and of course supporting advertisers. We would like to extend the invitation to you to support the 2017 Pemberville Free Fair by joining as an advertiser. Financial support by the advertisers in the fair book covers the expenses of the production of the fair book and assists with the general expenses of the fair. The nearly 2,000 fair books are distributed in advance of the fair to participants, attendees, advertisers, and vendors. The 2017 fair, scheduled for August 16 - 19, will follow the theme “*All roads lead to the Pemberville Free Fair*”. **We are excited to announce that the 2017 fair book will offer limited space for color advertising!** Once the limited space is full, we will no longer be able to accept ads in color! Be sure to submit your ad and payment early to guarantee color advertising!

The 2017 advertising rates are as follows:

¼ Page (4 ½” wide by 1 7/8” tall) - Black & White: \$45.00

¼ Page (4 ½” wide by 1 7/8” tall) - Color: \$65.00

½ Page (4 ½” wide by 3 ¾” tall) - Black & White: \$65.00

½ Page (4 ½” wide by 3 ¾” tall) - Color: \$90.00

Full Page (4 ½” wide by 7 ½” tall) - Black & White: \$110.00

Full Page (4 ½” wide by 7 ½” tall) - Color: \$140.00

If you advertised in our book in 2016, we have included your ad copy. If you are a new advertiser or you have new ad copy, we can utilize camera ready artwork or we can design your ad based on information submitted to us. You may submit your advertising information to us via email to fairbookadvertising@gmail.com or you may mail it with your payment. **The deadline to submit advertisements for the 2017 fair book May 1, 2017.** Please return the enclosed advertising form with your check payable to Pemberville Free Fair, Inc by May 1, 2017.

Additionally, we have enclosed a sponsorship form. This is separate from advertising in the fair book and for some businesses, may be better suited to your needs. This is an additional way to support the fair by making a donation to the fair and being listed on the sponsor page. This additional sponsorship is utilized as a form of underwriting the 2017 Pemberville Free Fair. All donations are used for the financial support of the many events at the free fair. **The deadline for submitting sponsorship donations is May 1, 2017.** Please return the enclosed sponsorship form with your check payable to Pemberville Free Fair, Inc by May 1, 2017.

Questions regarding advertising or sponsorship should be directed to Beth Fritz at 419-287-4418 or by email to fairbookadvertising@gmail.com. Thank you in advance for your continued support of the Pemberville Free Fair.

Sincerely,

Beth Fritz

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