

**Stanislaus County Fair
LED Advertising Rates and Policies**

RATE CHART	Interim Renter Rate (rental under \$5,000)	Outside Advertising Rate	
Daily rate	\$75	N/A	
Weekly rates	\$275	\$325	
4 week rate	\$250 per week	\$300 per week	
12 week rate	\$225 per week	\$275 per week	
24 week rate	\$210 per week	\$260 per week	
36 week rate	\$200 per week	\$250 per week	

General Advertising Policies:

1. LED advertising is not accepted for the period of June 15 through July 31. This period is considered “blackout dates” and is reserved exclusively for fair advertising.
2. Should an advertisers’ multiple week advertising contract fall within the blackout dates, then its advertising will cease on June 15 and continue again on the closest Monday to July 31.
3. Other than the sign’s major sponsor, advertising from financial institutions is not allowed.
4. No political advertising is allowed.
5. Advertising exclusivity is not implied or guaranteed for any form of business.
6. Advertising that competes with events/functions of the fair’s interim renters is not allowed within a two-week window before the event date of the interim rental.
7. All ads and all weekly rates are based on a Monday – Sunday schedule period.
8. The LED sign operates from 6 a.m. to 10 p.m. daily. Hours may be increased/decreased at the discretion of fair management.
9. Ads will appear for 10 seconds, every five minutes (approximately 192 times per day) during the designated hours.
10. The fair’s LED sign may accommodate advertising from 20 different advertisers every 5 minutes.
11. All ads must be family friendly and will be subject to approval of fair administration.
12. All advertising is subject to final approval by fair management.

Interim Renters Policies:

\$5,000 and above rental:

1. LED sign advertising is provided free of charge to Interim renters whose total fair facilities rental bill is \$5,000 or greater (Does not include “Artwork Design Services”, this would be an additional fee as stated below).
2. Advertising will run two weeks prior to the scheduled event date(s), beginning on a Monday, and will continue through the day(s) of the event.

Under \$5,000 rental:

1. LED sign advertising rates are as per the rate chart.
2. Interim renters of events that are **open to the public** may provide their own artwork based on “Artwork Requirements” listed herein, or have the Fair design the artwork based on “Advertising Design Services” provided below.

Artwork Requirements (if applicable):

1. Advertisers may supply their own artwork, but it must be provided as a JPEG file (RGB), 1600 pixels (wide) by 880 pixels (tall), at 72 dpi.
2. Artwork should be mailed to sponsors@stancofair.com or delivered to the fair office on a CD.
3. Artwork must be provided at a minimum of 2 weeks in advance of scheduled start date.
4. Artwork to be approved by Fair management prior to placement on LED

Advertising Design Services:

1. The fair will design your artwork for a fee of \$250 per ad.
2. The advertiser must supply a copy of the desired text (type written, not handwritten).
5. The advertisement may include a photograph and/or logo (supplied by the advertiser). However, the photograph/logo must be provided electronically as a JPEG file (RGB) 176 pixels (wide) by 96 pixels (tall), at 150 dpi.
3. The fair will show one electronic proof as a PDF file and the advertiser shall have 48 hours to review the proof. Only one set of changes is included in design cost.
4. Additional proofs will incur a \$25 per proof charge.

Payment / Outside Advertisers & Non-Profit Organizations:

1. Payment is due two weeks in advance of the scheduled start date for outside advertising.
2. If the fair designs the advertiser's art, then payment is due prior to the commencement of the art design.

Payment / Interim Renters:

1. Payment is due a minimum of 30 days prior to your event day and/or when all other facility rental fees are due.
2. If the fair designs the advertiser's art, then payment is due prior to the commencement of the art design.

Payment Methods:

Payment may be made by check (payable to the Stanislaus County Fair), cash, or credit card (Visa, MasterCard or Discover). Credit card payments may only be made by the card holder in person at the fair office. A photo ID is required for all credit card payments.