

**Ad  
Campaign  
2012**

The Middlesex and New Haven  
County 4-H Fair Association will be  
presenting our 86TH 4-H Fair

**August 3, 4, & 5**

at the

**Fairgrounds in Durham.**

We are looking forward to showcasing all the wonderful project work of our membership. Our fair also provides our officers and managers with the hands on experience of running a large community event. With the generous support of advertisers or sponsors like yourself we will be sure to have a successful event. Thank you for supporting the University of Connecticut's 4-H Youth Development Program through our 4-H Fair.

You can send digital ads directly to [Emily.alger@uconn.edu](mailto:Emily.alger@uconn.edu) in either a JPG,GIF, BMP or a PDF file. **All ads MUST be in BLACK & WHITE , SIZED CORRECTLY & COPY READY. WE CAN NOT BE RESPONSIBLE FOR POOR QUALITY OR COLORED COPY. Please do not staple ad copy**

4-H Members Name

County

Club Name

Date Turned in  
/ / 2012

.....  
**For office use only**

**Copy attached**

**Correct amount  
included**

**Checked by**

**2012  
Ad Contract**



**Middlesex &  
New Haven  
County 4-H Fair**

# Your Receipt

# 2012 Ad Price List

## 2012 Ad or Sponsor Purchase (1 Ad Per Form)

Name \_\_\_\_\_

Ad size \_\_\_\_\_ Amount \$ \_\_\_\_\_

Cash  Check \_\_\_\_\_  
Check Number \_\_\_\_\_

Signed by \_\_\_\_\_  
4-H Member \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/2012  
Date

### Platinum Clover Sponsor

\$1,000.00

- With this your company receives
- Top level posting on sponsor signs
  - 5 Fair parking passes, 6 Alumni Dinner tickets
  - A full page ad in our fair book
  - A 5 x 7 recognition plaque

### Gold Clover Sponsor

\$500.00

- With this your company receives
- Second level posting on sponsor signs
  - 4 Fair parking passes, 4 Alumni Dinner tickets
  - A 1/2 page ad in our fair book
  - A 4 x 6 recognition plaque

### Silver Clover Sponsor

\$250.00

- With this your company receives
- Third level posting on sponsor signs
  - 3 Fair parking passes, 2 Alumni Dinner tickets
  - A 1/4 page ad in our fair book
  - A framed recognition certificate

### Emerald Clover Sponsor

\$100.00

- With this your company receives
- fourth level posting on sponsor signs
  - 1 Alumni Dinner ticket
  - A 1/8th page ad in our fair book (business card)
  - A letter of recognition

### Ad Prices and Sizes

Size	Dimensions	Price
Full Page Ad	6.9" wide X 9.4" high	\$100.00
1/2 Page Ad	6.9" wide X 4.7" high	\$60.00
1/4 Page Ad	3.4" wide X 4.7" high	\$40.00
1/8 page Ad (business card)	3.4" wide X 2.3" high	\$25.00

### Horse Show Sponsors

Horse show sponsors will receive one line in the fair book (up to 50 letters) In addition your name will appear on the Horse Show Board and will be announced at the horse show & will receive 1 Fair parking pass.

### Patrons and Boosters

Patrons will receive 1 line up to 50 characters in the fairbook. Boosters will receive their name only in the fairbook.

4-H Member \_\_\_\_\_

Select from below. Copies of the Fair book will be available at either 4-H Office after June 15th.

	Ad Size	Price
<input type="checkbox"/> Platinum Clover Sponsor	Full Page	\$1,000.00
<input type="checkbox"/> Gold Clover Sponsor	1/2Page	\$500.00
<input type="checkbox"/> Silver Clover Sponsor	1/4Page	\$250.00
<input type="checkbox"/> Emerald Clover Sponsor	1/8 Page	\$100.00
<input type="checkbox"/> Full Page Ad	8" x 10"	\$100.00
<input type="checkbox"/> 1/2 Page Ad	5" x 8"	\$60.00
<input type="checkbox"/> 1/4 Page Ad	5" x 4"	\$40.00
<input type="checkbox"/> 1/8 Page Ad	5" x 2"	\$25.00
<input type="checkbox"/> Horse Show Division	Page Line	\$20.00
<input type="checkbox"/> Patron	Page Line	\$10.00
<input type="checkbox"/> Booster	Page Line	\$5.00

### Buyers information

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Method of Payment  Cash  Check \_\_\_\_\_  
Check # \_\_\_\_\_

**Booster Name—name only**

**Patron, or HS Sponsor Line—please print how you would like the copy—no more than 50 letters**

**Make Checks Payable to:  
Middlesex & New Haven County 4-H Fair Assoc.**

Submit your ad digitally with a hard copy of your ad **CORRECTLY SIZED** and in **BLACK INK** or we can not guarantee print quality. Please do not staple ad copy



Thank You



Division \$20.00

Patron \$10.00

Booster \$5.00