



# Premium Book and Program 2016

**Contact:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Website:** \_\_\_\_\_

## For questions call or e-mail:

207-474-2947 or office@skowheganstatefair.com

- Use same ad as 2015
- With changes, noted below
- Enclosed new ad for 2016
- Original Ad Copy Enclosed or e-mailed
- Enclosed information for new ad to be created

## Ad Instructions:


## Advertising Guidelines

### Previous Advertisers

1. If you advertised in the 2015 Premium Book and want the same ad, please check the appropriate box on the left side of this form.
2. Write any minor revisions on this form in space provided. See photo guidelines below.

### New Advertisers

1. We will create your ad for you. You will need to send us the information and any photos or artwork you want in your ad. None of our interior ads are printed in full color. If your ad is in color we can convert it for you.
2. If you already have an ad copy you would like to use, please send us the original ad.
3. Photocopies can accompany photos and ad information, but only for position or layout suggestions, not as the final ad.

### Photo submission Guidelines

1. We prefer original digital images. Please do not ad text or make any changes to the images. Please send text and images as separate files.
2. You may submit your files via e-mail, on a CD or as hard copy. Please send the original photos prints, Please do not send photocopies to be used as an ad.
3. E-mail files to office@skowheganstatefair.com

## AD DIMENSIONS & FEES

see reverse side to view actual ad sizes	DIMENSIONS	FEE	SELECT AD
FULL PAGE	5" x 7.5"	\$140.00	
1/2 PAGE VERTICAL	2.5" x 7.5"	\$95.00	
1/2 PAGE HORIZONTAL	5" x 3.75"	\$95.00	
1/3 PAGE VERTICAL	2.5" x 3.75"	\$55.00	
1/3 PAGE HORIZONTAL	5" x 2.5"	\$55.00	
FULL PAGE - COLOR EXTERIOR BACK COVER*	5" x 7.5"	\$250.00	
FULL PAGE - COLOR INTERIOR FRONT COVER*	5" x 7.5"	\$200.00	
FULL PAGE - COLOR INTERIOR BACK COVER*	5" x 7.5"	\$200.00	
PAGE 1 - FULL PAGE - INTERIOR PAGES*	5" x 7.5"	\$150.00	
<b>TOTAL SUBMITTED</b>			<b>\$</b>

\* Call 207-474-2947 for availability

## Deadline for advertising is March 25, 2016.

Fill out form and enclose with payment made out to the **Skowhegan State Fair**.  
Mail completed ad form, payment and any additional instructions to...

**Becki Turner, Skowhegan State Fair, PO Box 39, Skowhegan, ME 04976**

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



## Premium Book and Program

2016

Advertising layouts

### Half Page Ad Vertical

2.5" x 7.5"  
\$95.00

### Half Page Ad Horizontal

5" x 3.75"  
\$95.00

### Full Page Ad

5" x 7.5"  
\$140.00

### Third Page Ad

Vertical

2.5" x 3.75"  
\$55.00

#### All layouts are the actual ad sizes.

Ads may be submitted as follows:

#### Formats & Programs accepted:

**PDF, JPEG or EPS Files:** For camera ready ads

**Word & Publisher:** For text and/or to show desired layout only.

Submit any images/artwork as a separate file (jpg, ai, psd, or gif)

**Adobe CS4 - InDesign, Illustrator, Photoshop**

**Paper:** Scannable, printed, non-folded hard copy (such as business cards, printed ads, photos, artwork, etc...)

#### Resolution:

The higher the resolution of camera ready ads and/or images/artwork the better. Preferably 300 dpi or higher.

#### File Submission:

**Disk:** All ads submitted on a disk, must have a hard copy attached.

**E-mail:** Ads submitted via e-mail, must contain the name of the advertiser in the subject line send to:

office@skowheganstatefair.com

**Hard Copy sent with Ad Forms:** Paper Ads submitted via mail with ad form, will be scanned in and created as you indicate on form.

If you have any questions please call Becki at 207-474-2947.

### Third Page Ad Horizontal

5" x 2.5"  
\$55.00