

LED DIGITAL SIGN ADVERTISING

Our Aurora model LED signs are built to provide the **premier LED display experience**. With vibrant colors, easy to remove dual service modules and more, these displays offer the best technology.

This state-of-the-art display provides a dynamic advertising medium that runs 3,480 pixels for true-to-life image reproduction. The 6' x 3' digital sign is viewed by over 10,000 cars a day at the busy East Gridley Hwy, the corridor that connects State Route 70 and Hwy 99. Prominently located on the Butte County Fairgrounds, each ad will be seen approximately 850+ times per day.

General Advertising Policies:

1. LED advertising is not accepted for the period of August 1 through August 30. 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 August 1 and continue again on the closest Monday to September 1.
3. 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
4. All ads and all weekly rates are based on a Monday – Sunday schedule period.
5. The LED sign operates 24 hrs daily.
6. Ads will appear for 8 seconds, every rotation (average 37 views every hour).
7. All ads must be family friendly and will be subject to approval of fair
8. All advertising is subject to final approval by fair

Artwork Requirements (if applicable):

1. Advertisers may supply their own artwork, but it must be provided as a PNG file, 1600 pixels (wide) by 880 pixels (tall), at 72 dpi
2. Artwork should be emailed to admin@buttecountyfair.org or delivered to the fair office on a flash drive
3. Artwork must be provided at a minimum of 2 weeks in advance of scheduled start
4. Artwork to be approved by Fair management prior to placement on LED

Interim Renters Policies:

\$4,000 and above rental:

1. LED sign advertising is provided free of charge to Interim renters whose total fair facilities rental bill is \$4,000 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.

Interim Renters:

Under \$4000 interim::

1. Setup fee: \$30.00, you provide your artwork, then \$10.00 per day.
2. Art work/ message needs to be turned into the office 2 weeks prior to the planned display date.

Shout Out Blip:

1. Birthday, Congratulations, Condolences, etc can be displayed. The fair will design a basic blip display.
2. Shout Out Blip are \$25/day (24 hours)

Business Advertising Policies:

1. For business interested in advertising (Provide your own artwork)
2. Setup cost is \$50
3. Per day fee is \$15 (24 hours)
4. Additional Blip Page: \$6.00/blip

Advertising Design Services:

1. The fair will design your artwork for a fee of \$100 per
2. The advertiser must supply a copy of the desired text (typewritten, not handwritten).
3. The advertisement may include a photograph and/or logo (supplied by the advertiser). However, the photograph/logo must be provided electronically as a PNG or JPG file
4. The fair will show one electronic proof as a PDF file and the advertiser shall have 48 hours to review the Only one set of changes is included in design cost.
5. Additional proofs will incur a \$25 per proof

PAYMENTS**Payment / Outside Advertisers & Non-Profit Organizations:**

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

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
2. If the fair designs the advertiser's art, then payment is due prior to the commencement of the art

Payment Methods:

Payment may be made by check (payable to the Butte County Fair), cash, or credit card (Visa, MasterCard or Discover 3% processing fee). Credit card payments may be made by the card holder in person at the fair office or over the telephone by calling the Fair office at (530) 846-3626