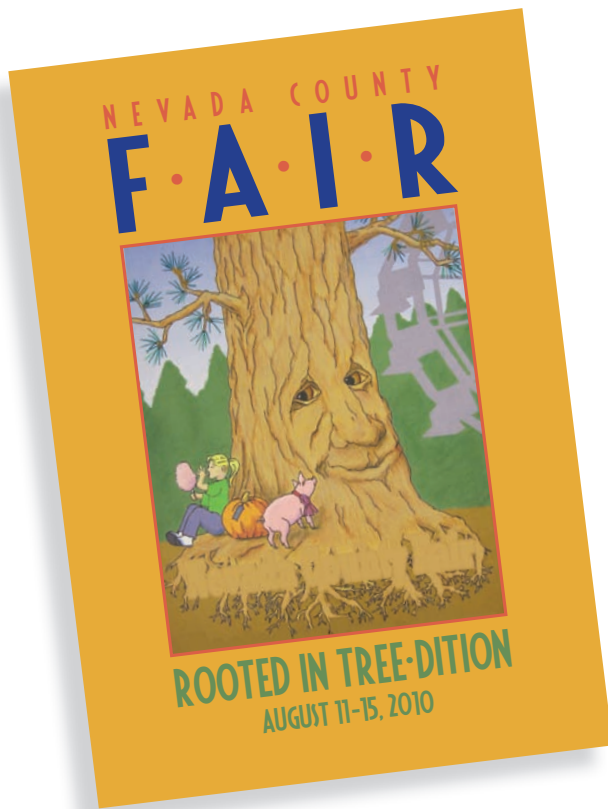


# 2010 NEVADA COUNTY FAIR COMPETITION HANDBOOK

The 2010 **Nevada County Fair Competition Handbook** is the “Bible” for entering any exhibit in the Fair. All exhibitors will use this handbook to choose from over 300 categories in which they can enter.



## PROMOTION

- Advertisers will receive 4 admission tickets to the Fair.
- Advertisers will receive tickets to the Thursday, August 12, Arena Show during the 2010 Nevada County Fair.
- Advertisers will receive 2 admission tickets to the September 23rd, 2010 performance of the Draft Horse Classic.
- If you are already a sponsor of the 2009 Fair, these tickets will be applied to your existing sponsorship package.
- Advertiser will receive online recognition at NevadaCountyFair.com.

## DISTRIBUTION

- 3,000 available at Fairgrounds office
- 4,300 at targeted locations
- 200 Fair archive
- 7,500 Total

## ADVERTISING RATES

### COLOR 24 PAGE WRAP

- 1/4 page \$335  
16 tickets Thursday Arena
- 1/2 page \$615  
20 tickets Thursday Arena
- Full page \$1125  
30 tickets Thursday Arena
- Back cover \$1425
- Inside back \$1225
- Inside front \$1325

### BLACK & WHITE PAGE RATES

- 1/12 page \$135  
6 tickets Thursday Arena
- 1/8 page \$170  
8 tickets Thursday Arena
- 1/4 page \$315  
16 tickets Thursday Arena
- 1/2 page \$520  
20 tickets Thursday Arena
- Full page \$920  
30 tickets Thursday Arena

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**DEADLINE**  
**APRIL 25, 2010**