

# 2022 Guilford Fair Sponsor Web Ad Program



Thank you for considering a sponsorship with the 2022 Guilford Fair.

In return for your support, we will post a one-year online listing or display ad on [guilfordfair.org](http://guilfordfair.org).

Our website receives over 130,000 unique pageviews annually.\* **Your ad can be linked to your business, organization or other appropriate external web page (display ads only).** Your personal or business name will also appear on our Sponsors & Friends index page. Options are detailed below.

## Listings & Ads: Sizes, Pricing & Examples

### Listing: Friend of the Fair

- One line listing, appears on web page: “Supporters of the 2022 Guilford Fair”
- Can list your name *or* name of business/organization; text only, no links

Pricing for 12 months:  
**\$50**

### Small Display Ad

- Dimensions: 300px (w) x 175px (h) @ 300ppi
- Can be linked to your business or organization

Pricing for 12 months:  
Web-ready ad **\$100**



**Current Samples:** Follow links to view on [guilfordfair.org](http://guilfordfair.org)

Guilford Glass <https://guilfordfair.org/directions-to-guilford-fairgrounds/>

John Dillon, Attorney <https://guilfordfair.org/directions-to-guilford-fairgrounds/>

### Medium Display Ad

- Dimensions: 300px (w) x 300px (h) @ 300ppi
- Can be linked to your business or organization

Pricing for 12 months:  
Web-ready ad **\$150**



**Current Samples:** Follow links to view on [guilfordfair.org](http://guilfordfair.org)

JJ Sullivan Oil & Propane <https://guilfordfair.org/fair-2021-entertainment/>

Guilford Funeral Home <https://guilfordfair.org/2021-tickets-hours-directions-etc/schedule/>

### Large Display Ad

- Dimensions: 300px (w) x 500px (h) @ 300ppi
- Can be linked to your business or organization

Pricing for 12 months:  
Web-ready ad **\$200**



**Current Samples:** Follow links to view on [guilfordfair.org](http://guilfordfair.org)

Jersey Mike's <https://guilfordfair.org/2021-tickets-hours-directions-etc/schedule/>

Lombard Family <https://guilfordfair.org/2021-tickets-hours-directions-etc/>

### File Formats & Resolution Requirements

- Using the specs above will help assure that your ad displays properly on the site.
- Acceptable formats: .jpg; .png; .gif; .svg; .pdf
- Other materials may be accepted, subject to an additional creative fee (\$25 - \$100).

## 2022 Guilford Fair: Sponsor Web Ad Program

### Sponsor Information:

Business/Organization/Friend

Contact

Email

Phone

Agreed

Date

*Please sign (or type name) and date your confirmation*

### Choose Your Listing:

#### Friend of the Fair: \$50

How I/we will be listed on the Sponsors web page (business/organization/personal). *Please print:*

**Small Display Ad: \$100**

**Medium Display Ad: \$150**

**Large Display Ad: \$200**

I/we will provide camera-ready artwork. *(See ad specs on reverse.)*

Please create an ad for me/us. *(May require creative fee.)*

Total ad cost (listing + any fees)

Link my ad to this webpage (url)

Requested Page Location for Ad\*

\* *Please list the title of page, or url, from [guilfordfair.org](http://guilfordfair.org) where you would like your ad to appear. Ads are placed on a 'first come' basis. We'll do our best to accommodate your request. Note: the Home and Music pages are not available for the Sponsor Ad Program at this time.*

All ad materials, as well as instructions, questions etc., should go to: [creative@guilfordfair.org](mailto:creative@guilfordfair.org)

Please make check payable to **Guilford Agricultural Society, Inc.**,  
and mail to: Patty Bohan • 184 Stonehouse Lane • Guilford CT 06437

### Questions?

Please contact Patty Bohan [pbohan@comcast.net](mailto:pbohan@comcast.net) 203-996-8391 or Barbara Puffer [pufferpro@snet.net](mailto:pufferpro@snet.net) 203-494-2765.

**Thank you for Supporting the 2022 Guilford Fair!**