



## *Chesterfield County Fair Association*

*Corner of Courthouse Road and Krause Road  
Chesterfield, VA 23832-9998*

*August 25<sup>th</sup> thru September 2<sup>nd</sup>, 2017  
"Catch the Fun"*

Dear Prospective Advertiser,

**The 104<sup>th</sup> Chesterfield County Fair will be held August 25 to September 2, 2017.** The Chesterfield County Fair Association, Inc., a 501(c) charitable organization, is proud to be sponsoring the Fair. We are in the process of accepting ads for our catalog. For the past several years our catalog has received the first place blue ribbon at the Virginia Association of Fairs Convention. While we are very proud of these accomplishments, we are also extremely proud that so many of our loyal patrons value the catalog and anxiously await its arrival each year.

In the first week of August, we plan to distribute 10,000 catalogs throughout Chesterfield County, Hopewell, Petersburg, Fort Lee, Colonial Heights, and the Richmond area. The catalogs are free to the public and will be featured on the fair website, [www.chesterfieldcountyfair.org](http://www.chesterfieldcountyfair.org) for all to see. The catalogs contain information about our entertainment line-up, educational exhibits, arts & crafts displays, and many memories from past fairs.

This is a great way to get your business name in front of thousands of people at a more than reasonable rate. If you have digital graphics for your ad, please email it directly to [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com). If you have camera-ready art work, you can mail it to our post office address listed at the end of this letter with Attn: CCFA Catalog Committee. Should you need an ad produced, we can provide you with contact information for graphic artists who may help you design your ad for a minimal fee.

**The deadline to place an ad is May 31, 2017 with payment due no later than that date.** Any ads not paid by this date will not be included in the catalog. Checks should be made out to Chesterfield County Fair Association, Inc (CCFA) and sent to our post office address.

Should you have any questions, you can contact us at [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com) or call 804-768-1555, leave a message, and we will call you back. The Chesterfield County Fair Association, Inc. appreciates your support and we look forward to seeing you between August 25 and September 2, 2017 as we celebrate "Catch the Fun".

Sincerely,

Lorie Ann Lythgoe  
Secretary  
Chesterfield County Fair Association

Sunny Quinn  
CCFA Catalog Chair  
Chesterfield County Fair Association

***Chesterfield County Fair Association, P.O. Box 801, Chesterfield, VA 23832-9998***

## Chesterfield County Fair Association, Inc.

### CCFA Catalog Ad Rates

This year 10,000 copies of the 2017 Chesterfield County Fair Catalog will be distributed in banks, businesses, stores, libraries, and other offices throughout Chesterfield County and the greater Richmond area. The CCFA Catalog contains information about the exhibits featured at the Fair, as well as the rules and requirements for those wishing to participate. Also included are the schedule of events, a map of the fairgrounds, plus show times, and information for the various performers, and grandstand entertainment. This is a good opportunity to put your business or organization in front of thousands of potential customers.

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Description	Price	Size (Width by Height)*
Full Page	\$1,000	7 3/8" x 9 7/8"
One Half Page	\$575	7 3/8" x 4 3/4"
One Quarter Page	\$300	3 1/2" x 4 3/4"
One-Sixth Page	\$150	2 1/4" x 4 3/4"
Business Card	\$80	3 1/8" x 1 3/4"
Inside Front Cover	\$1,200	8 3/8" x 10 7/8"
Inside Back Cover	\$1,200	8 3/8" x 10 7/8"
Back Cover	\$1,500	8 3/8" x 10 7/8"

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**Order Deadline:** May 31, 2017

**Distribution Date:** August 1, 2017 approximately

**Ad Proofs:** Proofs are for accuracy of content only. Changes made after the ad has been submitted and approved are subject to a charge that is 15% of the applicable ad fee.

**Payment Policy:** Full payment for the ad is due upon receipt of the order. If payment is not received by 7 p.m. on May 31, 2017 the ad will not be included in the 2017 CCFA Catalog, and all materials submitted to the Fair Association will be forfeited. Make checks payable to: Chesterfield County Fair Association, Inc. Mail all checks to CCFA, P.O. Box 801, Chesterfield, VA 23832 - 9998.

**General:** The Chesterfield County Fair Association Inc. reserves the right to reject any advertising that may not be acceptable to our readers.

**Questions?** Contact us at [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com) or call 804-768-1555, leave a message, and we will call you back.

**Digital Files:** E-mail order forms and advertisements to: [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com)

*\*The ad size will not be smaller than the sizes listed per ad type, but may be sized slightly larger to accommodate available space.*



# Chesterfield County Fair Association, Inc

## 2017 CCFA Catalog Advertisement Order Form

"Catch the Fun"

*Orders and Payment due by May 31, 2017.*

*Any ads not paid for by above deadline will not be included in the CCFA catalog.*

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Ad Price: \_\_\_\_\_

Advertiser Signature: \_\_\_\_\_

**Questions?** Contact Sunny Quinn by e-mailing [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com) or call 804-768-1555, leave a message, and we will call you back.

### To order an advertisement (3 options):

- 1) Submit completed order form, advertisement, and payment to the Fair representative who has contacted you.
- 2) Send completed order form and advertisement digitally to [ccfacatalog@gmail.com](mailto:ccfacatalog@gmail.com). Mail your payment to address below.
- 3) Mail completed order form, advertisement, and payment to address below.

**Chesterfield County Fair Association, Inc., Attn: CCFA Catalog Committee, P.O. Box 801, Chesterfield, VA 23832-9998**

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Signature of Fair Representative: \_\_\_\_\_

Check # (If Attached) \_\_\_\_\_ Cash Amount (If Attached) \_\_\_\_\_

Date Check/Cash Received \_\_\_\_\_