

**WESTERN FAIRS ASSOCIATION** ADVERTISING GUIDE





## An investment that pays off

**At Western Fairs Association (WFA), we know that you need to make every investment count. Advertising with Western Fairs Association will get your business in front of those that matter—a highly targeted audience who needs your product or service.**

### Top five reasons

to advertise with  
Western Fairs Association

- 1. Establish Name Recognition**—Advertising consistently in WFA publications puts your name in front of WFA membership allowing decision-makers to become familiar with your business.
- 2. Reach a Targeted Audience**—WFA publications are mailed or emailed to our membership, a vast network of fair industry CEOs, staff, fair board directors, fair-related business owners, regional fair associations and government regulators.
- 3. Quality Products**—WFA publications are produced by a trained staff and include valuable information from industry experts. They enjoy a long shelf-life, keeping your message around longer and seen by even more people.
- 4. Value**—Quality publications, delivered to the right people with reliable customer service.
- 5. It Pays Off in the Long Run**—Advertising works! It gives you a long-term advantage over competitors who opt not to advertise and more opportunities to attract new and loyal customers.

Western Fairs Association builds better fairs by presenting the very best business partners to fairs for services, supplies, concessions, entertainment and commercial exhibitors. Founded in 1922 and incorporated in 1945, WFA is a nonprofit trade association serving the fair industry throughout the western United States and Canada. WFA assists in maintaining the highest professional standards within the fair industry through a voluntary network of individuals and organizations and promotes the prosperity of fairs through educational activities, training programs and legislative advocacy.

Currently WFA serves more than 800 members, representing fair-related businesses, fair management, fair-board directors, festivals and industry associations. This membership is represented by a 21-member elected board of directors that governs the activities and policies of the association.

## Fair Dealer—A tradition since 1945

A quarterly magazine mailed to more than 1,500 fair industry CEOs, staff, board members, associations, government regulators and fair-related businesses. This glossy, full-color magazine features must-read articles on the latest industry happenings, fair wraps, profiles of industry figures, editorials from key leaders and new member highlights.

### Member Rates

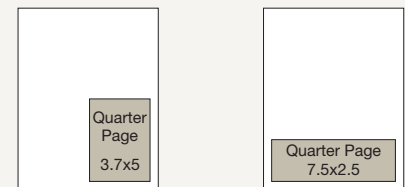
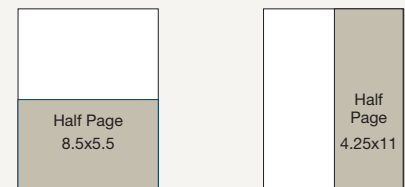
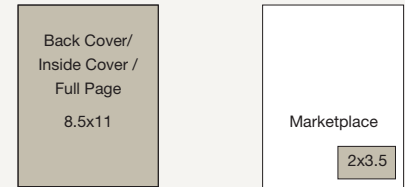
Size	1 Issue	2-3 Issues	4 Issues
Back Cover	\$1,000	\$950	\$800
Inside Covers	\$750	\$710	\$600
Full Page	\$600	\$570	\$480
½ Page	\$360	\$340	\$290
¼ Page	\$180	\$170	\$145
Marketplace	\$100	\$ 95	\$ 80

### Nonmember Rates

Size	1 Issue	2-3 Issues	4 Issues
Back Cover	\$1,200	\$1,140	\$960
Inside Covers	\$900	\$855	\$720
Full Page	\$720	\$685	\$575
½ Page	\$435	\$410	\$350
¼ Page	\$215	\$205	\$175
Marketplace	\$120	\$115	\$ 95

### Editorial Calendar

Issue	Focus	Release Date	Artwork Deadline
Fall	Pre-Convention	October	September 1
Winter	Convention	January	December 1
Spring	Post-Convention	April	March 1
Summer	Fair Season	July	June 1

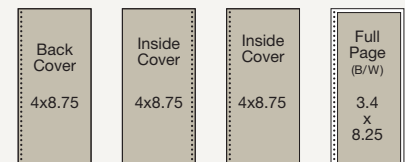
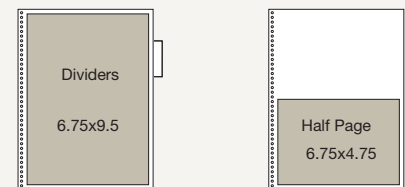


## Date List and Membership Directory

A comprehensive listing of fair dates, key decision-makers and businesses distributed to more than 1,500 fair professionals. This annual directory is the most requested industry guide by WFA member fairs and fair-related businesses in the western United States and Canada. Gain yearlong exposure with one of the industry's most utilized publications.

### Member Rates Nonmember Rates

Size	1 Issue	1 Issues
Back Cover	\$2,000	\$2,400
Inside Covers	\$1,200	\$1,440
Dividers	\$800	\$960
Full Page (B/W)	\$400	\$480
½ Page (B/W)	\$250	\$300



### Mini Date List and Membership Directory

A vital travel companion for fair professionals. Must be a member to advertise in this must-have publication.

Back Cover	\$1,000
Inside Covers	\$600
Full Page (B/W)	\$200



# Maximize your investment

## Online Opportunities

With more than 3,100 visits a month, [www.westernfairs.org](http://www.westernfairs.org) is an evolving resource for fair professionals.

	Size	30 days	90 days
Button	150x100	\$450	\$360/30 days
Bottom Banner	500x100	\$350	\$280/30 days

Limited availability. Nonmembers add 20 percent.

## e-Newsletter

Sent the second Tuesday of every month, the WFA e-Newsletter reaches more than 2,000 members, nonmembers, fair CEOs, VIPs and Service Members.

	Size	1 month	3 months
Button	150x100	\$350	\$280/month
Bottom Banner	400x100	\$200	\$160/month

Limited availability. Nonmembers add 20 percent.

## Convention and Trade Show

Our biggest and most anticipated event, the annual Convention and Trade Show is four fun-filled days spent with more than 1,200 fair CEOs, directors, staff and fair-related professionals. Get your business in front of right people in one convenient location.

- Purchase a booth and exhibit for two full days.
- Include samples of your product in the coveted Convention bag.
- Sponsor an event or program.
- Purchase ads in specialized event-only publications.

Call for detailed information and pricing.

### Policies and Payment:

All new ads must be paid in full upon submission of advertising agreement. On multiple insertions, the first insertion must be paid in full. WFA can invoice for remaining insertions at your request. Mechanical, reprint and artwork charges, if incurred, will be invoiced and are payable upon receipt. MasterCard, Visa, American Express, Discover and company check are accepted for payment. Written ad cancellations must be received at least 15 days prior to ad deadline to qualify for a 50 percent refund on prepaid ads.

## Ad Design

Don't have time or the technical know-how to design an ad? Don't let that stop you from getting your message to your target audience. From basic to artistic, we can work together to design a unique advertisement for your business. You supply good quality images, logos and text, and we'll do the rest!

### Print ad design:

\$100 per hour

### Website ad design:

Static: \$80 per hour

Animated: \$125 per hour

Half-hour minimum required for all ad design.

Most ads can be designed within an hour.

## Acceptable Ad Formats

- PDF
- Adobe InDesign
- Adobe Illustrator
- JPEG
- TIFF
- GIF

WFA reserves the right to refuse any advertisement for any reason. If an advertisement has been contracted, WFA reserves the right to cancel the advertisement if it is misleading, in bad taste, fraudulent or otherwise dishonest.

**Submit materials to:** Lori Hanley—Communications Manager  
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Sacramento, CA 95815 lorih@fairsnet.org

[www.westernfairs.org](http://www.westernfairs.org)