

NEW YORK STATE FAIRGROUNDS



2020-21 MARQUEE ADVERTISING RATES and INFORMATION

Want EXTRA exposure? Advertising* is now available on the Fairgrounds electronic marquee display!

With visibility from Interstate 690, State Fair Boulevard and Bridge Street,
your ad will be seen by approximately 70,000 cars per day.

** Displays on the marquee must be in coordination with an event taking place on the Fairgrounds by the promoter.*

The New York State Fair/Department of Agriculture & Markets reserves the right to review and to approve or reject all submissions for any reason.

Marquee Rates

- 1 Week \$515 *
- 2 Weeks \$927 *
- 3 Weeks \$1,236 *
- 4 Weeks \$1,442 *

** Based on proximity to show date*

To apply for marquee signage,
please visit this link:

newyorkstatefair.wufoo.com/forms/marquee-signage-application



Marquee Information

DISPLAY LAYOUT

- ▶ Actual marquee size is 38' wide x 22' high.

AD FILE SETUP

- ▶ RGB image in pixels scale - 1152 pixels wide x 674 pixels high (approx. 16:9 ratio).
- ▶ Resolution 300 pixels/inch.
- ▶ File must be in jpeg format. File size preferably between 1 and 3 MB.

AD LAYOUT TIPS

- ▶ Keep your wording to a minimum. The fewer the words, the greater the chance that people will be able to read all the content and retain your message.
- ▶ Bold, highly contrasting colors help get your ad noticed.
- ▶ Thin and/or elaborate script fonts are hard to read. Use thick, bold and simple styles to increase legibility... This is not a good font, **but this is a good font.**
- ▶ Uncluttered layouts usually achieve greater visibility.
- ▶ Artwork inquiries? Contact Nick Pirro at 315.728.4464 or nick.pirro@agriculture.ny.gov