

# NEW YORK STATE FAIRGROUNDS



## 2021-22 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 \$526 \*
- 2 Weeks \$949 \*
- 3 Weeks \$1,261 \*
- 4 Weeks \$1,471 \*

*\* Based on proximity to show date*

To apply for marquee signage,  
please visit this link:

[newyorkstatefair.wufoo.com/forms/marquee-signage-application](http://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](mailto:nick.pirro@agriculture.ny.gov)