

NEW YORK STATE FAIRGROUNDS



2026-27 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 80,000 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 \$578 *
- 2 Weeks \$1,040 *
- 3 Weeks \$1,380 *
- 4 Weeks \$1,613 *

** Ads will run the 7 days (one calendar week) immediately prior to the event start date, and will also run during the actual event dates.*



To apply for marquee signage, please visit this link:

newyorkstatefair.wufoo.com/forms/2026-2027-marquee-signage-application

Marquee Information

DISPLAY LAYOUT

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

AD FILE SETUP

- ▶ RGB image type in pixels scale - 1152 pixels wide x 674 pixels high (approx. 7:4 ratio).
- ▶ File must be in jpeg or PDF format.
- ▶ Resolution 150-300 pixels/inch - *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 you 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 or other inquiries? Contact Nick Pirro at (315) 728-4464 or nick.pirro@agriculture.ny.gov