



Video Wall Advertising

September 13-16, 2018

This year, the Charles County fair has a *new and unique concept* in Vendor Advertising and Fair event communication. We now have a video wall. The video wall is a 10' x 16' LED video screen that will be placed in a high traffic area. The Charles County Fair continues to be one of the largest events in Charles County Maryland, entertaining over 45,000 consumers each year over a 4-day period. This is a great advertising opportunity that will definitely draw the attention of the over 45,000 fair attendees. The "In Your Face" advertising will run your ad multiple times per hour every day of the fair. Run a video ad or still ad. **Get your message on the Big Screen for all to see! Get your space on the new video wall today.** Don't let your competition beat you to it.

WHAT DO I ADVERTISE?

- TV Commercial
- New Inventory/Products
- Business name/Logo/Information/Promotion
- Food/Game Specials
- Offer Discounted Services
- Upcoming Events/Activities
- Limited Time Promotions
- Where your booth/stand is located at the fair

WHY BUY AN AD SPACE?

- In Your Face Advertising
- Reach over 45,000 customers over a 4-day period
- Ads run multiple times per hour over the 4 days
- Customers are Subject to watch your Ad. They cannot change the channel
- Full visibility day or night



Video Wall Ads should be:	Advertising is a friendly way to:
• PowerPoint slide, JPG image or a .mov or .mp4 file only	• Promote your Product
• Only 1 slide or video advertisement per file	• Prominently display your logo/brand
• Landscape Orientation	• Invite Patrons directly to your booth location
• Camera Ready Artwork	• Display your website address and more!

Video Wall Advertising Packages

Commercial Package: (For Vendors/Sponsors with a Paid Space at the Fair)	Qty	Price	Subtotal
:15 Second Ad At least 2-3 ads per hour for 1 day of fair		\$150	=
:15 Second Ad At least 2-3 ads per hour throughout the 4 days of Fair		\$400	=
:30 Second Ad At least 2-3 ads per hour for 1 day of fair		\$250	=
:30 Second Ad At least 2-3 ads per hour for 4 days of fair		\$700	=
Commercial Package: (For those without a paid space or sponsorship)	Qty	Price	
:15 Second Ad At least 2-3 ads per hour for 1 day of fair		\$250	=
:15 Second Ad At least 2-3 ads per hour throughout the 4 days of Fair		\$600	=
:30 Second Ad At least 2-3 ads per hour for 1 day of fair		\$450	=
:30 Second Ad At least 2-3 ads per hour for 4 days of fair		\$1,100	=
Political Advertising:	Qty	Price	
:15 Second Ad At least 2-3 ads per hour throughout the 4 days of Fair		\$1,000	=
Custom Ad Packages Available (Contact Dean Daetwyler at 301-751-3025)			
Total Order			

By advertising on the video wall, the advertiser acknowledges and accepts that the Charles County Fair, Inc., retains the full rights and authority to accept or deny any advertiser or advertisement that is not in line with the mission and ideals of the Charles County Fair, Inc. and any advertiser / advertisements that are discriminatory, offensive, or inappropriate for a family environment. If an advertiser or ad is rejected, you will receive a full refund of the paid. The Charles County Fair, Inc. is not liable for any other incurred by the advertiser associated with preparation of the ad.

