

Don't target the Fair - Target the 'Fair-goers'

Each year, the Dutchess County Fair attracts hundreds of thousands of visitors and sets new attendance records. This year's 166th Fair set Aug. 23-28 will be no exception. You should target the "fair-goers" because they represent a great cross-section of families, all age groups and a wide variety of interest areas.



The Northern Dutchess News, Southern Dutchess News and Beacon Free Press will print two separate Fair Supplements on Aug. 17 and 24, giving "fair-goers" great "go-to" guides and feature stories. If your business will have a booth or display at the Fair, this is a great opportunity to attract visitors.



The initial supplement will target the interest areas of animals, foods and plants. The 4-H clubs and families (over 2,000 youths), plus all of the individuals and companies that enter the plant and food competitions will be featured with stories and entry information.

The second supplement will serve as a general overview with information about everything from entertainers to the midway rides to special attractions. The supplements will also have maps and times and locations of events. They will be designed as great hand-held guides and will be distributed at the fair. They will also be inserted into our weekly papers - giving you another 30, 000 readers.



Advertise in both supplements and receive a \$50 discount!

Back Cover	10" wide x 16" high . . .	\$600
Full Page	10" wide x 16" high . . .	\$500
Half Page Horizontal	10" wide x 8" high . . .	\$250
Half Page Vertical	4 7/8" wide 16" high . . .	\$250
Junior page	7 1/2 " wide x 11" high . .	\$250
Quarter Page	4 7/8" wide x 8" high . .	\$150
One eighth Page	4 7/8" wide x 4" high . .	\$100

Spot color (one color) \$75 extra

Process Color \$200 extra

Deadlines for these supplements:

Thursday, August 11 for August 17 edition

Thursday, August 18 for August 24 edition

For more information,
 contact the Advertising Department of the Northern and Southern Dutchess News at
 845-297-3723 or send an email to advertising@sutchessnews.com.