

## 122nd Afton Fair – Website Advertising Opportunities

Advertising opportunities on the Afton Fair Website include short text listings with a link to your website, logos\* with a link to your website and a limited number of more extensive text based informational listings (can include small images\*).

Your advertisement will be placed on at least one of the most viewed pages of the site (Home Page, Schedule Page, Entertainment Page, Admissions Page and Driving Directions Page) and on at least one other page of the website. The advertisements will remain on the website until April of 2012 . Text Links and Logos\* are placed in the right side advertising blocks. Informational Listings are placed in the main text area.

The following ad sizes are available:

Ad Size	Dimensions (WxH)/ Description	Price
Text Link	One sentence marketing message linked to your website.	\$25
Small Logo*	150px by 100px (maximum size)	\$35
Informational Listing	Include your company name, address, phone, fax, hours of operation, web address, description of products and/or services, logo* or small image* and a brief marketing message. Can be updated as needed.	\$75

All logos\* and images\* should be in jpg, gif or eps format and can be color or Black & White. They can be submitted electronically or camera ready as specified on the bottom of this form.

**\*All logos and images will be optimized as needed to ensure the page they are located on loads quickly for visitors to the page.**

Please fill out the following information to order your ad:

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Circle one:

Text Link - \$25    Small Logo - \$35    Informational Listing - \$75

Please indicate which page(s) you would like your advertisement placed on by numbering in order of preference. Efforts will be made to meet your request, depending on space availability. Your logo will be placed on at least one of these pages as well as one other page on the website.

Home     Schedule Pages     Entertainment     Admission     Driving Directions

List a different page you would like your advertisement listed on: \_\_\_\_\_

Please submit payment and camera ready artwork to:

Afton Driving Park & Agricultural Association, Inc.  
PO Box 15,  
Afton, NY 13730

Attention: Regina Birdsall, Webmaster

Please submit electronic artwork to:

[2011ads@theaftonfair.com](mailto:2011ads@theaftonfair.com)

For more information please call 607-639-1525.