

**Some people are coming by
who'd like to meet you.**



**Over a quarter million . . .
Every Day!**

Here's a few folks they've already met

NASCAR
\$24 SPECIAL
 800-870-RACE


Comcast
 www.comcast.com

it's Girl Scout Cookie time!
 Girl Scouts
NEED COOKIES?
 www.ilovecookies.org
 Girl Scouts of Northern California

SWIM WITH DOLPHINS
 #1 HOLIDAY GIFT!
 GIFT CERTIFICATES
 DISCOVERY KINGDOM
 SIXFLAGS.COM


You're #1 at VALLEJO NISSAN
 707.643.8291
 3287 Sonoma Blvd

Black Bear Diner
 Good Old Fashioned Family Food
 Breakfast • Lunch • Dinner
 Huge Portions, Served All Day!
 Near Target
Next Exit

Super B RV Show
 Thurs-Sun
 LA MESA RV
 I-80 @ Exit 83 Reed Ave

The Great American Lager


KRON 4
 The ONLY place for local news at 9PM

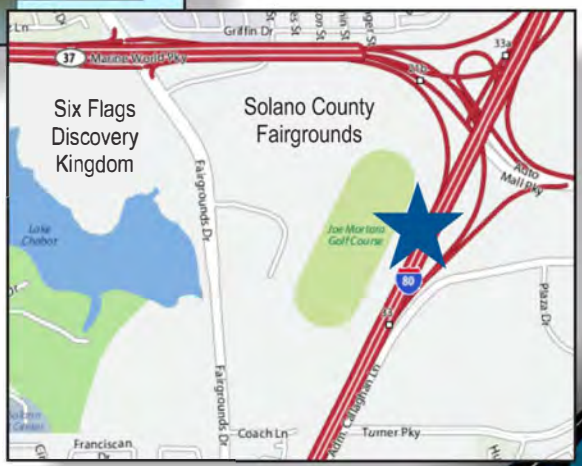
FACT: 75% of women who develop breast cancer have NO family history.
 Check it out.
 Susan G. Komen Cancer Center
 707-554-5376

BENICIA PLUMBING
 925-739-6132
 24 hour, 7 days/week
 Emergency Plumbing Services
 Call (707) 745-2930

CHAPMAN UNIVERSITY COLLEGE
 FAIRFIELD
 Serving the unique needs of Adult Learners for 50 years
 866-CHAPMAN www.chapman.edu/fairfield



Average Daily Traffic:
294,000



Advertising Opportunities Available

- Double Sided 16' X 27'
- LED Full Color Advertising Display
- Located in Vallejo on I-80 between Redwood Pkwy & Hwy 37
- Advertise 24 hours per day - 7 days per week

Contact:
Kurt Brown
Solano County Fairgrounds
(707) 551-2006 - kbrown@scfair.org
900 Fairgrounds Drive, Vallejo, CA 94589

The advantage of digital advertising

High Impact!

Research has shown that 94% of people passing digital billboards recall them, while only 45% recall static, non-dynamic billboards. Digital billboard advertising is proven to be 6 times more effective than static billboard advertising. (Harris poll-Silicon View)

Dynamic & Flexible!

You have the ability to change messages within 24 hours, and can display multiple messages to target different demographic groups. Traditional outdoor advertising can't provide this advantage. There's no additional charge for changing ads or running multiple ads at the same time.

Minimal Production Costs!

No expensive printing, painting or application costs associated with traditional billboard advertising. This also provides huge cost savings when your message is changed or revised. The money you save can afford you more actual advertising impressions.

Your Message Gets Seen Quickly!

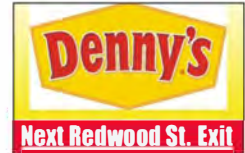
Your message starts in less than 24 hours in most cases. No need to wait weeks for traditional billboard production. You'll be making new friends long before your production would even be done using traditional outdoor advertising.



Prices effective November 16, 2016

Package	Spots Per Hour 6 seconds per spot both sides	Spots Per Day both sides	Spots Per Week both sides	Minimum % of Sign Use	Weekly Rate	Monthly Rate	Quarterly Rate	Semi Annual Rate	Annual Rate
BRONZE	50	1,200	8,400	9.7%	\$534	\$1,921	\$5,187	\$10,115	\$18,205
SILVER	100	2,400	16,800	19.4%	\$963	\$3,457	\$9,336	\$18,205	\$32,769
GOLD	150	3,600	25,200	29.2%	\$1,297	\$4,668	\$12,604	\$24,557	\$44,239

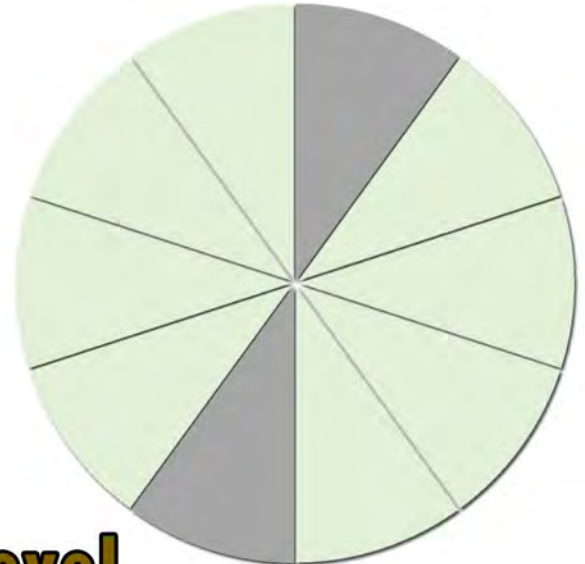
Ad Specifications: 720 pixels wide X 480 pixels tall @ 72 pixels per inch - .jpg format



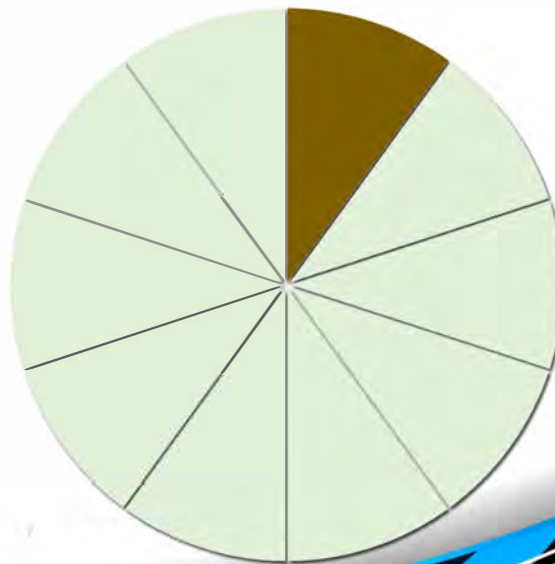
Ad Rotation Per Minute:

Gold Level

Silver Level



Bronze Level



SOLANO COUNTY
FAIRGROUNDS
Where Solano Celebrates

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