

FAIR BOOK AD SELLING RULES

4-H Sells Ads In 2022

1. Dixie, Gilchrist, and Levy Counties will alternate sales of fair book ads between 4-H clubs and FFA chapters – to be opposite of the concession stand management. FFA will sell in odd years and 4-H will sell in even years.
2. Chapter Advisors and 4-H Agents must let Superintendent know by Fat Steer Weigh in if they are going to sell ads.
3. **Fees:** Full Page–\$150, ½ Page–\$100, Business Card–\$25, Cover – Inside Front, Inside Back and Back Cover will be sold separately to the highest bidder. Sealed bids are to be submitted directly to the Fair Book Superintendent.
4. Territories for ad sales:
 - **Dixie:** Dixie County
 - **Gilchrist:**
 - Bell – North of CR 232, the North end of Gilchrist County. Suwannee and Columbia Counties.
 - Trenton – South of CR 232, the South end of Gilchrist County. Alachua County and the Gilchrist County side of Fanning Springs
 - **Levy:**
 - Cedar Key – Rosewood and Cedar Key areas.
 - Chiefland – Chiefland, the area north of Chiefland to Fanning Springs on Levy side.
 - Bronson – Bronson and Archer areas.
 - Williston – Williston and Ocala areas.
 - Yankeetown – Yankeetown, Inglis, Otter Creek, Gulf Hammock and Crystal River areas.
5. **Commissions:** Chapter will receive 50% of the sales back from the fair association.
6. **Complimentary Ads:** Complimentary ads are at the discretion of the fair board.
 - a. County Commissioners are not charged for their ad due to their commitment to the program.