

2017 Western Fairs Association Achievement Awards Program

Marketing & Media Form

Fair Name: Solano County Fair

Division # and Title: Division 3 – Printed Marketing Campaign

Class#: 1

Marketing Goal: To increase weekday attendance at our Fair.

Form of Promotion: Front-page “sticky note” coupon ad offering two-for-one admission on Wednesday through Friday, the first three days of our fair. The ad ran in our four major in-market newspapers (Vallejo Times-Herald, Fairfield Daily Republic, Vacaville Reporter and Napa Valley Register) on seven dates, staggered across the two weeks preceding our fair.

Who was your target market? Our target market was broad spectrum across all demographics but with a focus on our core attendees which come from our home county, thus the choice of advertising in our in-market newspapers.

What was the reach? The combined daily circulation of the four newspapers is 42,000 multiplied by seven ad insertions for a total circulation reach of 294,000. The number of readers reached is even greater at two to three times the circulation figure.

What was the ROI or outcome? The two-for-one admission offer was promoted in 17 different print publications and the “sticky note” coupon was by far our most successful advertising placement. Redemptions of this particular coupon were 4.5 times greater than that of our second most redeemed coupon. In addition to generating additional admissions the front page, above-the-fold placement of the coupon generated immeasurable increased awareness of our fair.

Today's web bonus » Breaking news stories from around the state. thereporter.com

OBITUARY
Linkin Park's
Chester
Bennington
dies at 41
News » A4

Solano County Fair



August 2-6, 2017 SCFair.com

"This Fair's For Ever!"
2-for-1 ADMISSION

WEDNESDAY, AUG 2 — FRIDAY, AUG 4 ONLY
Must present the original coupon at time of purchase at the gate. Copies will not be accepted. Offer not valid for pre-sale tickets. Limit one 2-for-1 offer per coupon.

PHOTOGRAPHY
Through
the lens
Photo Gallery » B4

EVEN MORE ON THE WEB

Check out our continuous news feed, short Tout videos, photo galleries and more.

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THE REPORTER

Serving Vacaville and Solano County

SUNNY
High: 95 Low: 50 » PAGE B10

Friday, July 21, 2017 \$1.00 FACEBOOK.COM/THEREPORTER thereporter.com

ATTORNEY GENERAL

Sessions says he's staying on

By Eric Tucker and Sadie Gurman
The Associated Press

WASHINGTON » Attorney General Jeff Sessions, publicly skewered by his boss for stepping clear of the Russia-Trump investigations, declared Thursday he still loves his job and plans to stay on. Yet Donald Trump's airing of his long-simmering frustrations with Sessions raised significant new

questions about the future of the nation's top prosecutor. The White House was quick to insist that the president "has confidence" in Sessions. However, the episode underscored how the attorney general's crime-fighting agenda is being overshadowed by his fractured relationship with Trump and the continuing investigations into allegations of Russian ties to the Republican candidate's presidential campaign.

The challenges for Sessions were laid bare Thursday when the attorney general, at a Justice Department news conference to announce the takedown of a mammoth internet drug marketplace, faced zero questions about that case and was instead grilled on his reaction to being excoriated by Trump in a New York Times interview a day earlier. The news conference on the drug case was

SESSIONS » PAGE 10



Attorney General Jeff Sessions speaks at a news conference to announce an international cybercrime enforcement action at the Department of Justice Thursday.

ANDREW HARRIS — THE ASSOCIATED PRESS

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CENSUS

Solano's

2018 Solano County Fair

Photo of front page placement of 2-for-1 "Sticky Note" Coupon

Division 3, Class 1 – Printed Marketing Campaign

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2018 Solano County Fair

Original Art of 2-for-1 "Sticky Note" Coupon

Division 3, Class 1 – Printed Marketing Campaign

PDF Entry Information

Exhibitor Name: Debbie Egidio

WEN: D67BA0

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: Solano County Fair 2017

Description:

Notes:

