

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

Form of Promotion (what type of promotion was it and where did it appear):

Who was your target market?

What was the reach?

What was the ROI or outcome



County Connection Full (53.15'x9')



Clear Channel Billboard Ads (1400x400px)



Outfront Billboard Ad
912px x 304px



Bus Wraps

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: AE617C

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title: Alameda County Fair

Description:

Notes:

