

2019 Ellis County Youth Expo



AFTER COVERING ITS OWN EXPENSES, THE CATALOG HAS FUNDED

OVER \$80,000

IN NEW SCHOLARSHIPS, PREMIUMS and PRIZES

Support the Ellis County Youth Expo and advertise in the fourth annual program publication for the 2019 Ellis County Youth Expo. 100 percent of the proceeds for the advertisement go back to the exhibitors, so the committee invites you to reserve your spot now! Coveted advertising and promotional space will go quickly.

Name of Ad (business or student's name) _____
 Purchaser's name _____ email _____ phone _____
 Address _____ City _____ Zip _____

Standard Advertisement

Size—Choose One

- Full Page \$285
- 1/2 Page \$200
- 1/4 Page \$150
- 1/8 Page \$100

Additional Fees

- Misc _____
- TOTAL Additional Fees _____

Sponsorship (*Name and/or Logo Only except where noted)

- Front Cover _____ \$500 *sold*
- Back Cover _____ \$450 *sold*
- Front Inside Cover _____ \$400 *sold*
- Back Inside cover _____ \$400 *sold*
- Club Spread (2 pages) \$400 Club: _____
- 2017 Champs \$250 Species: _____
- 2017 Scholarships \$250
- 2018 Show Information \$250 * Schedule, etc.
- 2018 Volunteers \$250 * Sups, Office, Board etc.
- Other \$TBD Specify: _____

- Other would be based on request (i.e. Past Steer Champions) and must be approved by the Front Office.
- These sponsorships are First Come / First Served and official acceptance will be maintained by the Front Office.

For ECYE Use Only

Ad Price: _____
 Sponsorships: _____
 Additional Fees: _____
 Total: _____

For Checklist

- PDF Ad copy
- Payment
- Form
- Sketch w/ logo and/or pictures

Seller contact information:

Name: _____
 Phone: _____
 email: _____

All ads are DUE by Friday, Feb 8th. After Feb 8th, a 20% late fee will be applied. No ads will be accepted after Feb 16th. All ads must be submitted in JPG format on nonreturnable USB drive. Ads MAY NOT be emailed. Any Ad that includes a picture or graphic must be accompanied by the original electronic file - high-resolution jpg. Personal ads MUST be created by our staff. Simply put your pictures on a disc and include a hand drawn sketch including wording.

Page Layout

Name of Ad (business or student's name) _____

Purchaser's name _____ Sellers Name _____

Please provide sketch rendering for content in appropriate size space

The main area of the page is a large white rectangle with a solid black border. It is divided into four quadrants by a vertical dotted line and a horizontal dotted line. The vertical dotted line is positioned approximately one-third of the way from the left edge. The horizontal dotted line is positioned approximately one-third of the way from the top edge. This layout is intended for a student to provide a sketch rendering of their advertisement content.

2019 ECYE Catalog Ad Sales Instructions

- In an effort to keep businesses from being bombarded, please communicate solicitation with a sale or not, so that we might keep a master list that will be routinely distributed.
- Ads and money are due the week of **Feb 8, 2018**. Please submit as they come in so that we can get a heads up on type-set.
- Personal ads **MUST** be formatted by us. You must include the high resolution pictures on a disc/drive. **DO NOT** make your own or let your buyers make them..... we spend more time trying to fix those than it would take us to make them in the first place.
- At no cost—Personal ad previews will be available for solidified ads received prior to **Jan 12, 2018**. All attempts will be made for corporate ad previews to accommodate corporate policies.
- A copy of the program is included in advertisement price.
- Do not consider an ad “sold” by you for which we must obtain payment or “bill” the business.
- Some covers – inside and out are available. Other special “sponsorships” are available as well.

Front Cover	Avalon FFA Spread	2018 Champ - Steers	2019 Volunteers
Back Cover	Ellis County 4H Spread	2018 Champ - Heifers	2019 Show Information
Front Inside Cover	Ennis FFA Spread	2018 Champ - Lambs	
Back Inside Cover	Ferris FFA Spread	2018 Champ - Swine	
	Heritage FFA Spread	2018 Champ - Goats	
	Italy FFA Spread	2018 Champ - Broilers	
	Maypearl FFA Spread	2018 Champ - Rabbits	
ECYE Com Heifer Spread	Midlothian FFA Spread	2018 Champ – Ag Mech	
	Milford FFA Spread	2018 Scholarships	
	Palmer FFA Spread	2018 Com Heifer Champs	
	Red Oak FFA Spread	2018 Dairy Goat Champs	
	Waxahachie FFA Spread	2018 Ag Mech Build Off	

- Covers will not feature a business - they will feature EXPO students. Contact me as soon as you have someone who may want one of these. Front Office makes these. **NO EXCEPTIONS**
- Color pages are limited to selected sponsorship pages and covers.
- Two businesses cannot split an ad that looks like two ads.
- No scanning will be done! Quality is terrible. Sorry.
- No pictures accepted via email—it reduces resolution—provide on USB Drive
- Use the Page Layout Template to sketch the ad. It is divided into ad size for ease of use. Placement of a less than full page ad will not necessarily be placed in same quadrant as the sketch.
- Be conscious of number of pictures and picture shape/size as it relates to ad size, example a landscape picture intended as a single picture full page add—reduced to fit will make it only about half page. Also, too many pics on a ad will make them so small they are not recognizable. Use the programs provided as examples.