



The Home & Garden Shows

draw more than 17,000 visitors to the Sonoma County Fairgrounds who are interested in renovating/remodeling,

redecorating, looking for advice, ideas, project plans and would like to see the most innovative products available. Whether your business is exhibiting or not, you can be guaranteed a readership of 165,000+ for this section - the official guide to the most popular event of the season which includes information about the shows, exhibitors, show specials and a complete map to help readers locate exhibitors' booths.



Your ad will reach the people most likely to buy your products/services!

Sonoma County is an active home improvement market. With your ad in the Home & Garden Show sections you'll **reach over 65% of the 231,691 adults** who live in households that completed any home improvement project in the past year.

Source: Scarborough 2006 Sonoma County Proprietary Research

Act now to save 25% on your show ads!

Co-op funds are limited. First-come, first-served.

*Special Section Rate or your contract rate, whichever is lower. All exhibit space payments must be current per show with Sonoma County Home Show to qualify for this co-op program. Only regular booth space exhibitors qualify for co-op subsidy. Crafters and certain other exhibitors are exempt from this program.

2011 Spring Home Show



SPRING PUBLICATION DATES

Publishes: Thursday, March 17

Reservation Deadline: Monday, Feb. 28

Ad Copy Deadline: Tuesday, March 1

Co-op Advertising Program

- Sonoma County Home Show will pay 25% of each exhibitor's newspaper ad.
- Any show exhibitor* can qualify for this special discount.
- All ads will run in The Press Democrat's Home & Garden Show special section.
- Any size ad can run, but Sonoma County Home Show will pay for space as detailed below.

Exhibit Booths	Min. AdSize	Max. Ad Size	Co-op Avail
1 booth	4 inches . . to . .	12 inches	1" to 3"
2 booths	8 inches . . to . .	24 inches	2" to 6"
3 booths	16 inches . to . .	48 inches	4" to 12"
4 booths	24 inches . to . .	65 inches	6" to 16"

RATES: \$36 per column inch or your contract rate, whichever is lower.
 Standard ROP size. Color not included.

2011 Fall Home Show



FALL PUBLICATION DATES

Publishes: Thursday, October 13

Reservation Deadline: Monday, September 27

Ad Copy Deadline: Tuesday, September 28

Contact your sales representative
or call 526-8570 for more information.



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