PONTOTOC COUNTY FAIR PROGRAM

Ada, OK

Pontotoc County Fair Board Meeting

We went to the board meeting and asked for the business. For many years the board had created and published their own program. At times they were profitable and others not. We asked to take the stress away. We would not only provide the program to them at no cost, we would give them 25% of the profit. Who wouldn't say YES! We are now on our fourth year with this piece.

THE ADA NEWS

February 5, 2019

MEMORANDUM OF UNDERSTANDING

The Ada News and it's marketing team are excited to partner with the Pontotoc County Fair Board in publishing the 2019,103 Years, Pontotoc County Free Fair Book.

Below is an understanding of terms for this project.

The project-

- A minimum of 60 pages
- -Full color pages #70 gloss
- Delivered by July 26th, 2019
- 1500 copies

Production terms-

- -The Ada News will be responsible for ad sales, ad design, graphic design, printing and distribution of said project.
- The Ada News will be responsible for the billing and invoicing of all ad sales for the project.
- The Ada News will provide the Pontotoc County Fair Board with one copy to make proofing corrections; this copy will be signed off on before going to press. If the proofing time interferes with the operating press schedule, it is agreed The Ada News will not be held accountable for a later than scheduled delivery date.
- The Ada News will afford a 25% gift out of the net proceeds of the project to the Pontotoc County Free Fair Board. Net, which includes, but not limited to, production, printing, shipping, commissions.
- The Ada News will remit a check to the Pontotoc County Fair Board no later than, October, 2019
- -The Pontotoc County Fair Board agrees to provide content and photos to The Ada News by May 31st, 2019.

PCFB: /

19 The Ada N

Date:

Fliers: Are a thing of the past!! I give a script or informative piece for them to sell from.

Dear Friends and Supporters,

We are excited to once again partner with the Pontotoc County Fair Board to create and sell their annual fundraiser.

The Pontotoc County Fair Book. This year we are celebrating the 103rd Anniversary of the Pontotoc County Fair.

The Pontotoc County Free Fair provides county residents one of the greatest educational institutions today. The fair stimulates interest in the improvement of livestock, crops and improved home practices.

1,500 copies of this commemorative issue will be printed and made available through the Pontotoc County Fair Board and the OSU Extension office. It will include fair schedules, rules and activities that will go on at the 2019 Fair.

We hope that you will participate again in this historical issue in support of the 103rd anniversary of the fair. This project is for businesses and individuals alike. Each ad will have a digital component as well.

Full page- \$490
Half page- \$310
Quarter page- \$190
Banner- \$215
Business Spotlight- \$135
Included with your marketing partnership, we offer creative support to build your business and/or personal advertisements.

Please contact me at your earliest convenience to book your space. Space and ad deadline is June 14th, 2019.

On behalf of The Ada News and the Pontotoc Fair Board, we would like to express our appreciation for your support of the Pontotoc County Free Fair over the years!

Maurisa

My top rep has a two week sell window!! 2019 she closed \$14,040

Page 1 – revenue booked

07/31/19 11:46:10 MNELSO PUB: ALL DATE: 07/2019	CURRENT PRD	TRANSACTION REP:ALL	L I S RAT:F	T I N G AT EDT:ALL	11 THE T:ALL	ADA NEWS SORT BY:	ACCOUNT NAME	LAST PO	PAGE 1 OST 07/31
ACCT-# NAME	TRX DATE DES	CRIPTION EDITH CLASS	COL	HEIGHT T	SIZE INSERTS	PRICE GROSS			%DSC M
004732 ADA CHAMBER OF CO	001 07/02 PON	COTOC CO FREEFAIR	4.0	6.00 I	24.00	275.00	* 12.980 FAT	70	
001703 ADA EVENING NEWS	004 07/02 4H I	90047321 19 ROYALTY FAIRBOOK 90017031 19	7.7	5.00 I	38.50	0.00	* 12.980 FAT	21	
AEN	005 07/02 FAII 07021:	00017031 19 RBOOK NEWS HOUSE AD 00017032 19 AL ADA EVENING NEWS	3.7	4.75 I	17.58 56.08	0.00	* 12.980 FAT	21	
		LD ADA EVENTING NEWS							
009170 ADA NISSAN AEN	001 07/02 PON 07021	COTOC CO FREEFAIR	7.7	10.75 I	82.78	600.00	* 12.980 FAT	21	
005656 B & S SANITATION AEN	001 07/02 PON	COTOC CO FREEFAIR 00056561 19	7.7	2.00 I	15.40	200.00	* 12.980 FAT	21	
013082 BAILEY INSURANCE AEN	002 07/02 PON 07021	OTOC CO FREEFAIR	7.7	2.00 I	15.40	200.00	* 12.980 FAT	21	
011020 BUCKAROOS RETRIEV	001 07/02 PON	OTOC CO FREEFAIR	5.0	4.00 I	20.00	175.00	* 12.980 FAT	70	
013151 C BAR B RANCH	001 07/02 PON	OTOC CO FREEFAIR	7.7	10.75 I	82.78	475.00	* 12.980 FAT	21	
AEN 013151 C BAR B RANCH AEN 000971 CABLE ONE AEN	07021 001 07/02 PON	OTOC CO FREEFAIR	7.7	10.50 I	80.85	250.00	* 12.980 FAT	LD 21	
011825 CHICKASAW NATION AEN	001 07/05 FAI	RBOOK PAGE 2	7.5	10.50 I	78.75	850.00	* 12.980 FAT	48	
			3.7	4.87 I	18.02	175.00	* 12.980 FAT	LD 48	
013152 COWCHOW EXPRESS	001 07/02 PON	OTOC CO FREEFAIR	3.7	4.75 I	17.58	175.00	* 12.980 FAT	21	
013152 COWCHOW EXPRESS AEN 01243 DART AEN	001 07/02 PONT	OTOC CO FREEFAIR	7.7	5.00 I	38.50	275.00	* 12.980 FAT	21	
0%3044 FARM BUREAU OF AD.	001 07/02 PONT	OTOC CO FREEFAIR	7.7	10.75 I	82.78	475.00	* 12.980 FAT	21	
000477 FARMERS STATE BAN	001 07/02 PONT	OTOC CO FREEFAIR		5.00 I	37.50	275.00	* 12.980 FAT	21	
012469 FIRST AMERICAN BA	001 07/05 PONT			4.87 I	18.02	175.00	* 12.980 FAT	48	
001046 FIRST UNITED BANK AEN	001 07/05 PONT	OTOC CO FREEFAIR		5.00 I	37.50	295.00	* 12.980 FAT	LD 48	
010439 GEORGE SMITH WREC	001 07/02 PONT	OTOC CO FREEFAIR	2.0	2.00 I	4.00	125.00	* 12.980 FAT	21	
000300 GREAT PLAINS AEN	002 07/02 PONT	OTOC CO FREEFAIR	7.5	9.50 I	71.25	460.00	* 12.980 FAT	21	
013149 HEART J DESIGN	001 07/23 PONT	OTOC CO FREEFAIR	2.0	2.00 I	4.00	120.00	* 12.980 FAT	21	
000300 GREAT PLAINS AEN 013149 HEART J DESIGN AEN 002027 HISLE BROS. AEN	001 07/02 PONT	OTOC CO FREEFAIR	7.7	10.75 I	82.78	475.00	* 12.980 FAT	21	
000630 IDLE TIME CAMPERS AEN	001 07/02 PONT	OTOC CO FREEFAIR 0006301 19	7.7	5.50 I	42.35	275.00	* 12.980 FAT	21	
000343 MEAD LUMBER CO./II	001 07/02 PONT	OTOC CO FREEFAIR	7.7	10.75 I	82.78	475.00	* 12.980 FAT	21	
008176 OKLAHOMA AG CREDI'	001 07/02 PONT	OTOC CO FREEFAIR 0081761 19	7.7	2.00 I	15.40	200.00	* 12.980 FAT	LD 21	

Page 2 – revenue booked

07/31/ PUB: A	19 11:46:10 MNELSON LL DATE: 07/2019	CUR	AR T R A N RENT PRD	S A C T	I O N P:ALL	L I S RAT:FA	T I N T EDT:	G ALL	11 THE T:ALL	ADA NEWS SORT BY:	А	CCOUNT NA	ME	LAST	PAGE 2 POST 07/31	2
ACCT-#	NAME	TRX	DATE DESCRIPTION IO-#	EDITN C	LASS	COL	HEIGHT	т	SIZE INSERTS	PRICE GROSS		RATE		C REP	%DSC N	6
	PEOPLES ELECTRIC C		07/02 PONTOTOC CO	FREEFAIR	1.0	7.2	5.00	I	36.00		*	12.980	FAT L	D 21		
000967	PONTOTOC AREA VO-T	001	0702190009321 07/02 FAIRBOOK 704		19	2.0	2.00	I	4.00	120.00	*	12.980	FAT	21		
012198	AEN PONTOTOC AREA VO-T AEN PONTOTOC CO AGRIPL AEN AEN	001	07/02 5314		19	7.0	5.00	I	35.00	275.00	*	12.980	FAT	21		
	AEN	002	07/02 5314			7.7	10.50	I	80.85	475.00	*	12.980	FAT	21		
	AEN	***	0702190121982 2 TOTAL PONTOT	OC CO AG	19 RIPLEX-	JUNI		I	115.85	750.00						
000547	PONTOTOC COUNTY FA AEN	001	07/02 PONTOTOC CO	FREEFAIR	19	7.7	9.50	I	73.15	475.00	*	12.980	FAT	21		
012054	PONTOTOC COUNTY HE	001	07/02 PONTOTOC CO	FREEFAIR		3.7	4.75	I	17.58	135.00	*	12.980	FAT	21	C	1
000579	RAM JACK OF OKLAHO	001	07/02 PONTOTOC CO	FREEFAIR		7.7	5.00	I	38.50	275.00	*	12.980	FAT	21		
011925	RICHARDSON PAWN AEN	001	07/02 103 FAIR BOO	K	10	2.0	2.00	I	4.00	120.00	*	12.980	FAT	21		
005592	ROCKY RIDGE POWERS AEN	001	07/02 PONTOTOC CO	FREEFAIR		7.7	5.50	I	42.35	275.00	*	12.980	FAT	21		
012044	SETH WADLEY CHEVRO	001		FREEFAIR		7.7	10.75	I	82.78	1200.00	*	12.980	FAT	21		
012290	SHAWNEE MILLING	001	07/02 103 FAIR BOO	K		7.7	5.00	I	38.50	275.00	*	12.980	FAT	21		
001267	AEN SOUTHERN OK LIVEST	001	0702190122901 07/02 PONTOTOC CO	FREEFAIR	19	7.7	0.04	I	0.31	175.00	*	12.980	FAT	70		
012427	AEU HERN OK LIVEST SEN STARNS, GARY AEN THANK YOU AEN AEN AEN AEN	001	0702190012671 07/02 PONTOTOC CO	FREEFAIR	19	2.0	2.00	I	4.00	120.00	*	12.980	FAT	21		
02.0570	THANK YOU	001	0702190124271 07/02 4-H FAIRBOOK		19	7.2	4.50	I	32.40	275.00	*	12.980	FAT	21	C	5
	AEN	002	0702190100701 07/02 FAIR BOOK CA	TTLEMANS	19	7.7	5.00	Ι	38.50	275.00	*	12.980	FAT	21		
1	AEN	003	0702190100702 07/02 JUSTIN ROBER	TS	19	7.5	5.00	I	37.50	275.00	*	12.980	FAT	21	c	,
	AEN	004	07PONTOTOC CO 07/02 FAIRBOOK DAN	FREEFAIR NY DAVIS		7.5	.50	I	33.75	295.00	*	12.980	FAT	70		
	AEN	012	0702190100704 07/23 OSU EXT		19	7.7	5.00	т	38.50	275.00	*	12.980	FAT	21		
	AEN	***	0723190071381 5 TOTAL THANK	YOU	19			I	180.65	1395.00						
	TINKER FEDERAL CRE AEN						10.50	I	78.75	475.00	*	12.980	FAT LI	21		
000491	AEN VISION BANK AEN	001	07/05190025531 07/02 PONTOTOC CO	FREEFAIR	19	7.7	10.75	~	82.78	475.00	*	12.980	F1.1			
	WYNN'S PRECISION B	001	07/02 PONTOTOC CO	FREEFAIR					82.78	500.00	*	12.980	FAT	21		
	AEN		0702190067421		19											
39	**TOTALS**07/2019		45 TOTAL SIZE/P 45 TOTAL INCHES	RICE				I		14040.00 14040.00						

FINAL PNL

- Book Revenue \$14,040
- Pagination \$1,600 (I do not have an in-house pagination team)
- Pub Press \$3,200
- Bad Debt/Commission \$1,404
- 25% Check cut to Pontotoc County Fair Board \$1,959
- Profit \$5,880 (Note: this was not our best year- Best year was the Centennial Edition we profited \$19,000 in 2016)

