

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

Serving the heart of the Sooner State and Chickasaw Nation since 1904

February 5, 2019

MEMORANDUM OF UNDERSTANDING

The Ada News and its 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.

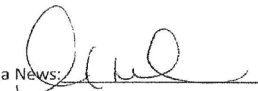
PCFB:



Date:

2-5-19

The Ada News:



Date:

2/5/19

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

Page 2 – revenue booked

07/31/19 11:46:10 NMELSON		CURRENT PRD		TRANSACTION		LISTING		11 THE ADA NEWS		ACCOUNT NAME		LAST POST		PAGE 07/31	
PUB: ALL DATE: 07/2019		TRX		DATE DESCRIPTION		COL HEIGHT T		SIZE		PRICE		RATE RC CD REP		%DCS M	
ACCT-# NAME		IO-#		EDITN CLASS		INSERTS		GROSS		BY					
000932	PEOPLES ELECTRIC C	001	07/02	PONTOTOC CO	0	FREEFAIR		7.2	5.00	I	36.00	275.00	*	12.980	FAT LD 21
AEN				0702190009321			19				4.00				
000967	PONTOTOC AREA VO-T	001	07/02	FAIRBOOK	704			2.0	2.00	I	6.00	120.00	*	12.980	FAT 21
AEN				0702190009671			19								
012198	PONTOTOC CO AGRIPLEX	001	07/02	5314				7.0	5.00	I	35.00	275.00	*	12.980	FAT 21
AEN				070219010121982			19				80.85	475.00	*	12.980	FAT 21
AEN			002	07/02	5314										
				2 TOTAL PONTOTOC CO AGRIPLEX-JUNI				I		115.85	750.00				

000547	PONTOTOC COUNTY FA	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	9.50	I	73.15	475.00	*	12.980	FAT 21
AEN				0702190005471			19								
012054	PONTOTOC COUNTY HE	001	07/02	PONTOTOC CO	0	FREEFAIR		3.7	4.75	I	17.58	135.00	*	12.980	FAT 21
AEN				0702190120541			19								C
000579	RAM JACK OF OKLAHO	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	5.00	I	38.50	275.00	*	12.980	FAT 21
AEN				0702190005791			19								
011925	RICHARDSON PAWN	001	07/02	103 PAIR BOOK				2.0	2.00	I	4.00	120.00	*	12.980	FAT 21
AEN				0702190119251			19								
005592	ROCKY RIDGE POWERS	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	5.50	I	42.35	275.00	*	12.980	FAT 21
AEN				0702190055921			19								
012044	SETH WADLEY CHEVRO	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	10.75	I	82.78	1200.00	*	12.980	FAT 21
AEN				0702190120441			19								
012290	SHAWNEE MILLING	001	07/02	103 PAIR BOOK				7.7	5.00	I	38.50	275.00	*	12.980	FAT 21
AEN				0702190122901			19								
001267	SOUTHERN OK LIVEST	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	0.04	I	0.31	175.00	*	12.980	FAT 70
AEN				0702190012671			19								
012427	STARNES, GARY	001	07/02	PONTOTOC CO	0	FREEFAIR		2.0	2.00	I	4.00	120.00	*	12.980	FAT 21
AEN				0702190124271			19								
020670	THANK YOU	001	07/02	4-H FAIRBOOK				7.2	4.50	I	32.40	275.00	*	12.980	FAT 21
AEN				07021901020671			19								C
AEN			002	07/02	FAIR BOOK CATTLEMANS			7.7	5.00	I	38.50	275.00	*	12.980	FAT 21
				0702190150702			19								
AEN			003	07/02	JUSTIN ROBERTS			7.5	5.00	I	37.50	275.00	*	12.980	FAT 21
				07PONTOTOC CO FREEFAIR											C
AEN			004	07/02	FAIRBOOK DANNY DAVIS			7.5	5.50	I	33.75	295.00	*	12.980	FAT 70
				0702190107004			19								
AEN			007	07/23	OSU EXT			7.7	5.00	I	38.50	275.00	*	12.980	FAT 21
				0723190071181			19								
AEN			012	0001	THANK YOU					I	180.65	1395.00			

002553	TINKER FEDERAL CRE	001	07/05	PONTOTOC CO	0	FREEFAIR		7.5	10.50	I	78.75	475.00	*	12.980	FAT LD 21
AEN				0705190025531			19								
000491	VISION BANK	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	10.75	I	82.78	475.00	*	12.980	FAT LD 21
AEN				0702190004911			19								
006742	WYNN'S PRECISION B	001	07/02	PONTOTOC CO	0	FREEFAIR		7.7	10.75	I	82.78	500.00	*	12.980	FAT 21
AEN				0702190067421			19								

39 **TOTALS**07/2019		45		TOTAL SIZE/PRICE		I		1890.48		14040.00					
		45		TOTAL INCHES		I		1890.48		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)

