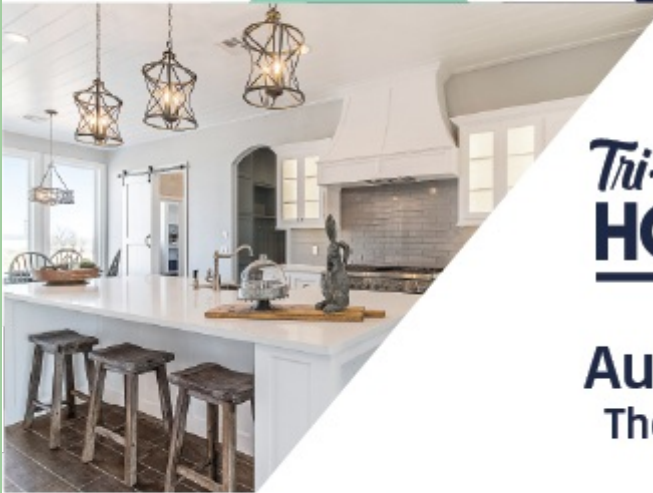


# MEDIA PACKET 2024



Money Saving  
Advertising Ideas



Tri-County  
**HOME & GARDEN**  
Show

August 16, 17, 18 2024  
The New Roebbelen Center

*Specialists in bringing qualified customers to you*

Tri-County  
**HOME & GARDEN**  
EL DORADO PLACER Show SACRAMENTO

**MEDIA PACKET**

# August 16,17,18, 2024 - Roebbelen Center, Roseville

Here it is! Our 2024 Show Media Packet...Please review the information and then take advantage of these excellent programs. We also offer free opportunities as well, so please review each page to get the most promotion for your company. Remember, most of these opportunities are limited, and are thus offered on a first come, first served basis.

Questions? Feel free to contact us at 800-897-7899



## Advertise in The Tri-County Home & Garden Show Program

"Click" on the above photo to see an example of a show program.

Our fabulous show program is handed to each attendee at the entrance to The Tri-County Home & Garden Show. By having an ad in the program, you remain directly in front of the consumer, even after the event. Get a jump on the competition! The ads are sold on a first come, first served basis, so call today to book your ad!

"Click" on one of the following to purchase:

**Full Page Ad \$800** **1/2 Page Ad \$500**

**Payment Deadline: July 9, 2024** (payment is non-refundable)

**Ad Deadline: July 13, 2024.** If ads are not in by deadline, you forfeit your reservation space, and payment is non-refundable.

**Specifications for Half or Full Page:**

1. \_\_\_ Full Page: 8-1/2" x 10-7/8" plus 1/8" bleed all sides for a full page ad and  
    1/2 Page: 8 -1/2"x 5 -7/16" plus 1/8" bleed all sides.  
    1/4 Page: Non-bleed/Safety 4"x5.1875", Trim 4.25"x5.4375", with bleed 4.5"x5.6875"
2. \_\_\_ All submitted PDF and image files should be CMYK (not RBG) and have a resolution of at least 300 dpi. Files being uploaded using FTP client software program must be zipped or stuffed to prevent corruption.
  
4. \_\_\_ PDF X1a, PDF, and TIFF/IT P1 files are preferred. Standard graphic arts application files such as Quark Xpress, InDesign, Illustrator and Photoshop will be accepted, but must also include all printer and screen fonts and all related images, logos, etc.

Send completed files to [events@fresnoshows.com](mailto:events@fresnoshows.com).

**Questions? Feel free to contact us at 800-897-7899**



### **Bold Listing in The Tri-County Home & Garden Show Program**

Here's yet another way to increase your exposure to potential clients - reserve a bold listing! What is a bold listing? The Home Show Program has a category list of all exhibiting companies. Your company's name can be **bolded**, AND you can have your company phone number, name of your product and/or services listed. You may also add a physical address or your website. Bolding your information draws the eye to your listing.

**Bold Listings are just \$50.** Your company name will be bolded and you may add two lines of text. Choose up to 45 characters per line (including spaces). Submit Payment by July 9, 2024.

**[Click Here To Order and Make Payment](#)**

Once payment is made please send your verbiage, limit 45 characters per line and 4 line max to [events@fresnoshows.com](mailto:events@fresnoshows.com)

**Questions? Feel free to contact us at 800-897-7899**

**CABINETS / MOLDING / MILLWORK**

Cabinetry Design Center	2
Enticing Interiors Faux Finishing	1
Ferguson Bath, Kitchen & Lighting Gallery	2
Valet Organizers & Cabinetry	1
<b>Your Home Remodeling &amp; Design</b>	<b>2</b>
<b>Tom and Sandra Kaye – the only husband &amp; wife design team. Visit them at <a href="http://www.yhremodeling.com">www.yhremodeling.com</a>, or call 559-277-1234 for info.</b>	

**Radio Co-ops**  
**Advertise on some of the Valley's top radio stations**  
**at less than half the regular price**

Join us in a co-op radio promotion and spotlight your business. We pay half, you pay half, but you will be featured in two-thirds of the commercial! This is an outstanding, one of a kind opportunity to promote your company and save advertising dollars.

The Tri-County Home & Garden Show will book and monitor the schedules, produce the 60-second spot and handle the billing, your company provides the script for the :40 seconds. All you have to do is fill out payment form and send! You have 40 seconds in which to feature your company. We will introduce your business, and end the spot inviting listeners to visit you at the Home Show. Schedules will be booked to run one to two weeks prior to the show.



**2024 AUGUST SHOW**  
**RADIO CO-OP ADVERTISING PACKAGES**

*All data based on Adults 35-64 Demographic*

RADIO	STATIONS	NUMBER OF :60 SPOTS	REACH	FREQ.	TOTAL IMPRESSIONS	OUR TOTAL COST	YOUR CO-OP PRICE	CPM	AVG. COST PER SPOT
	KFBK-AM 1530 News Talk	40	5.8%	2.0	122,086	\$6,000	\$3,000	\$25	\$75

**NOTE: Co-op ads will run in Prime dayparts (Morning Drive, Mid Day, Afternoon Drive), and Evening**

**Ads will air August 5-17, 2024**

\* Surveys used the most recent 3-Book average.  
Please contact [media@thinktankmm.com](mailto:media@thinktankmm.com) or at (602) 788-1065 with any questions.

**[Click Here For Radio Co-op Schedules and Sign up Form](#)**

For questions, please contact Brian Slutsky with Think Tank Media & Marketing  
Phone 602-788-1065 / email [brian@thinktankmm.com](mailto:brian@thinktankmm.com)

## Link Your Website to The Tri-County Home & Garden Show Website!

**FREE!** Take advantage of 52,000 homeowners who check out our website before our home show by linking your website to ours. It's easy and **free!** Just submit your company name and website address by email:

[events@fresnoshows.com](mailto:events@fresnoshows.com) or by fax 916-780-9434 and we will link you up!

<small>VISITS</small> <b>53K</b>	<small>BOUNCE RATE</small> <b>76.6%</b>	<small>UNIQUE VISITORS</small> <b>48K</b>	<small>PAGEVIEWS</small> <b>72K</b>
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Questions? Feel free to contact us at 800-897-7899



### Free Complimentary VIP Passes!

Let your customers know how much you appreciate their business by giving them a Free VIP Ticket, compliments of your company! Encourage your new potential customers to come see you at the show, by sending them a Free VIP Ticket. It's a great way to build a new business relationship and/or to maintain an old one.

Our VIP Complimentary Passes admit two consumers with each ticket.

You may order 25 complimentary passes at no cost to you! Extra Complimentary passes (above the 25) are available for sale at \$4.00 each.

**Please include a mailing address with your request below!**

### [Email request for VIP Tickets](#)

[Click to Order Extra VIP Tickets and Make Payment](#)

Questions? Feel free to contact us at 800-897-7899



**SOLD OUT**

### Advertise on the Complimentary VIP Tickets

Great Opportunity! Your company's name can be the first thing the homeowners see when they receive their complimentary VIP tickets. Your company name, logo, phone number, website address and/or any show specials, can be printed on the backside of the VIP tickets. 7,500 VIPs will be available for the 2023 August Event. **This sponsorship will cost \$800 for 4-color.** Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis. Payment is non-refundable.

**Please send your PDF artwork by July 1st**

Requirements: Size: 2x5.5

Resolution:

All file formats must have a minimum of 300 dpi resolution.

Images designed for the web typically cannot be used for printing as they have a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a substantial drop in the image quality.

Color Mode:

All color artwork and/or images must be provided in CMYK color mode.

Bleed:

Please build your print-ready digital files by adding 0.1" bleed to each dimension (or 0.05" bleed on all four sides). For example, a 2" x 5.5" ticket with the full bleed should be 2.1"x5.6".

**[Click Here To Order and Make Payment](#)**

(We will confirm by email that you are the first to respond to this sponsorship)

**Questions? Feel free to contact us at 800-897-7899**

**VIP ADMISSION**  
ADMIT 2 (\$20 Value)



*Tri-County*  
**HOME & GARDEN**  
*Show*

**August 19, 20, 21, 2022**  
**Roebbelen Center**  
700 Event Center Drive, Roseville

**TINYHOUSE**  
EXPO & CONFERENCE



Friday: 12 Noon-8pm  
Saturday: 10am-5pm  
Sunday: 10am-5pm

[tri-countyhomegardenshow.com](http://tri-countyhomegardenshow.com)

*Tri-County*  
**HOME & GARDEN**  
*Show*  
EL DORADO PLACER SACRAMENTO

**SOLD OUT**

## Sponsor Show Tables at Entrances!

Great Opportunity! Your company's banners can be the first thing the Tri-County homeowners see when they visit the Tri-County Home & Garden Show! Along with banner placement, this sponsorship also allows you to place your company's shopping bags on the show entrance tables. Homeowners love to receive the bags and will be carrying your logo throughout the show and their community!

Merchant provides banners, 2'x6' banner will fit on the front of each table. The sponsorship cost is \$750. (This is not considered a booth; no sales reps will be allowed at the table). Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis.

Please bring bags to show office during set up.

(We will confirm by email that you are the first to respond to this sponsorship)  
Questions? Feel free to contact us at 800-897-7899

[Click Here To Purchase Show Tables](#)



## Additional Category Listing Now Available!

Have several products or services? You can now be listed under several categories in the home show program! Please decide which categories you would like to be listed under. **There is a \$25 charge per category.** The first category is **free**, this is only if you want an additional listing.

- Associations/Societies
- Autos/Boats/Accessories
- Cabinets/Molding/Millwork
- Closets/Garage Cabinets/Shelving
- Cocktail Corner
- Computers/Internet
- Contractors/Builders
- Crafts/Gifts
- Curbs/Concrete
- Financial/Insurance/Real Estate
- Flooring/Carpet/Hardwood
- Food Trucks & Fair Food
- Gardening/Landscape
- Gourmet Food Products

- Granite/Tile/Marble/Stone
- Health/Fitness/Wellness
- Heat-A/C/Solar/Plumbing/Insulation
- Home Exterior/Roofing/Painting
- Home Furnishings
- Household Products & Services
- Interior Design/Window Fashions
- Kitchen/Bath
- Maker's Market - Artists/Crafters Handmade
- Outdoor Products & Services
- Pet Supplies & Services
- Pools/Spas/Stoves/BBQ's
- Screens/Sunrooms/Patio
- Security/Cellular/Home Theater
- Specialty Products & Services
- Tiny House Products and Services
- Travel
- Water/Sewing/Vacuum
- Windows/Doors/Building Supplies

\_\_\_\_\_ # Categories X \$25 = \$ \_\_\_\_\_

**[Click Here To Make Payment](#)**

**[Click Here to Email the Name of Additional Category\(ies\)](#)**

**Questions? Feel free to contact us at 800-897-7899**



## **Home Show's Website reaches over 50,000 unique visitors! Place Your Web Banner on our Home Page**

Your Company's ad can be front and center at the top of the Tri-County Home Show's Website! Over 50,000 unique visitors shopped our website prior to the show. Your banner ad will have your company stand out over 300 exhibiting companies. In addition to the banner, consumers can click on your ad and be directly linked to your website! There is only one opening, so this is a first come, first served situation. What a great way to put your company in front of thousands of potential customers.

During our 2023 Tri-County Home & Garden Show, we had 53,000 unique visitors during the weeks prior to and after the event...An advertising dream come true!



Web Banner Cost \$300. The specs: 782 x 90 px.  
(We will confirm by email that you are the first to respond to this sponsorship)

VISITS

53K

BOUNCE RATE

76.6%

UNIQUE VISITORS

48K

PAGEVIEWS

72K

[Click Here To Purchase Web Banner](#)

Questions? Feel free to contact us at 800-897-7899



## [Download Tri-County Logo](#)

Let your customers know you will be at The Tri-County Home & Garden Show! Use the Tri-County Home Show Logo on your advertising materials prior to the show. Download the Tri-County logo by clicking the link below:

[Click Here to download TC Home Show Logos!](#)



## Sponsorship Packages

**Save Money and Bundle Promotions!**

A limited number of sponsorship opportunities are offered by The Tri-County Home & Garden Show. Each sponsorship level has its own unique criteria, all designed to promote the sponsor by association with the Home Show in a variety of highly visible, creative ways. This association provides immediate and unparalleled name recognition for the sponsor - before, during and after the event.

**SOLD OUT**

## **\$1500 Silver Sponsorship It's All About Your Company!**

The Silver Sponsorship has been created to promote your company's name AND tell your company's story by expanding the exposure in The Tri-County Home & Garden Show's Advertising Campaign. Through ads you will be able to showcase your product or service and explain any promotions you may be having.

- Discount Code: We offer a "\$3 off admission" coupon when attendees buy their tickets online.

### **The Discount Code is your company name!**

(There is a limit on characters)

- Our other shows had online ticket sales increase 15-fold with this purchase option! The Silver Sponsor Package offers you to place your company's name on the Discount Code image that each homeowner receives! (See photo below, this image is emailed to each attendee who signs up for a discount code. Your company ad will be included.
- The type will read, "\$3 off Admission to The Tri-County Home & Garden Show brought to you by "Your Company Ad."



- And...Your company name will be on the sign-up form for the discount code! See below for a screenshot of our sign up page!

Brought to you by

**YOUR LOGO HERE**

Final ad location determined by Home Show marketing

**Sign up for the \$3 off General Admission by Text or Email!**



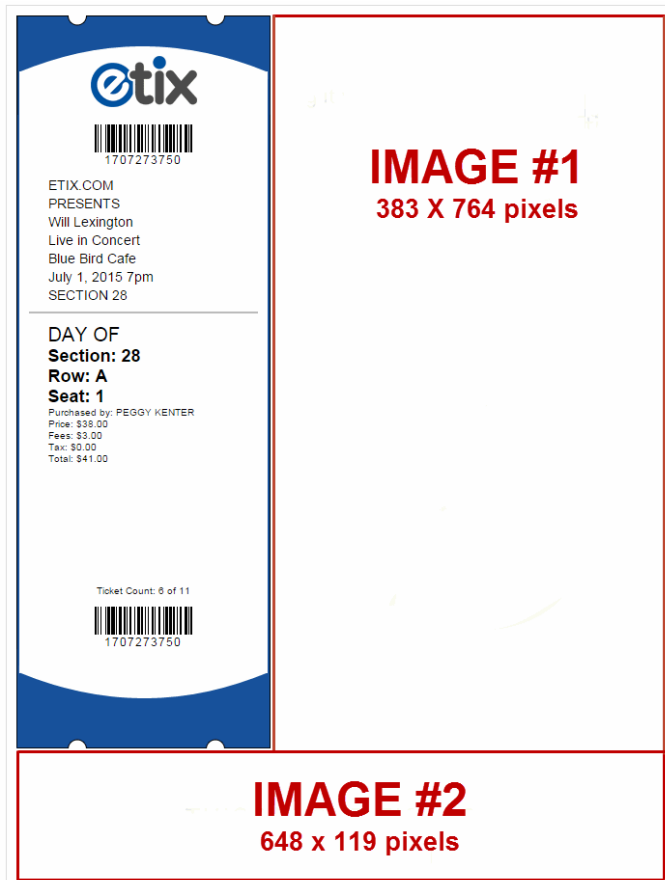
Once you have received your discount code you may purchase your tickets down below by clicking on the green button, "Purchase Tickets". We respect your privacy and do not share or sell your information.

Not to be combined with senior or customer appreciation discount. Discount code to be used online, not valid at the gate.

Email \*

Send

- AND...Your Company name will be listed on our social media posts on Facebook, Instagram and Twitter, promoting signing up for the \$3 off discount code. Again, it will say, "Sign-up for \$3 off brought to you by "Your Company Name". (Not to include ads).



- And...Your Company's Name on every ticket sold online! Image #1 is where we place information about the show. Image #2 is ad space for The Silver Sponsor! The whole ticket is what each attendee receives when they buy their ticket online!

- Show Program Ad or Article: The Silver Sponsor will receive a 1/2 page ad or article in our beautiful 4 color Show Program! 7,000 Show Programs are printed and distributed at the entrance. Sponsor to provide Ad.
- Bold Listing in Show Program: The company will be listed in the show program in bold type. Additional space is also given so you may include phone number, website address, email or address. Total of 45 characters per line including spaces.

**Purchase \$1500 Silver Sponsorship!**

Helcim Credit Card Processing Company is a Secure Website.

**\$10,000 Gold Sponsorship**  
**Be a part of The Tri-County Home & Garden Show's Advertising Campaign!**



- Billboards: Poster & Board sizes. Name of company will be listed as a sponsor of The Tri-County Home & Garden Show. (Sponsored by "name of company or logo depending on size and color." For the 2023 show we had 14 boards on Highway 65, 80 and 50. See the image below for an example of our Billboards from last year with sponsorship logo:



- Radio: Company name will be included as a part of all radio advertising, Example, "Company X, sponsor of The Tri-County Home & Garden Show." Stations to include: KFBK, Now 100.5, KNCI, Mix96, Eagle96.9. For 2023 we had 1,360,539 impressions August 8-August 20. Demo: Age 35-64. Focus on Prime Day parts, morning drive, mid day, afternoon drive and weekend prime.
- TV: Company Logo will be included as a part of our :30 second tv advertising, appearing as a sponsor of the show at the end of the

commercial where Tri-County Home Show Logo & dates appear.

- Show Program:  
Company name will be listed on cover of Show Program. Example, "Company X, sponsor of The Tri-County Home & Garden Show. See the image to the right for our Fresno Home Show Program Cover with sponsor image.

- Show Program: The company will be listed in the show program in bold type; said listing will include pertinent information about the company, i.e., contact name, phone number, etc. Total of 45 characters. (Exhibitors only)



- Social Media; \$500 Ad on The Tri-County Home & Garden Show's Facebook Page targeted for the tri-county area. This is not a post but an actual ad covering the Tri County area.
- First right of refusal for the next Tri-County Home & Garden Show Sponsorship, deadline 12/31/24.

**Purchase \$10,000 Gold Sponsorship**

Helcim Credit Card Processing Company is a Secure Website



**The Tri-County Home & Garden Show**

Toll Free Number: 800-897-7899

[laurie@thehomegardenshow.com](mailto:laurie@thehomegardenshow.com)

<https://tri-countyhomegardenshow.com/>

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