

**Somerset County 4-H Association**  
310 Milltown Road  
Bridgewater, NJ 08807

Non-Profit Org  
U.S. POSTAGE  
Hillsborough, N.J.  
Permit No. 332

Current Resident or

**Dated Material**

**Here's Your 2018  
4-H YEARBOOK & CATALOG  
AD SALES INFORMATION**



**Sale ends May 11th**

Track all ad sales and your own progress at:  
<https://somerset4h.arantius.com/>

To be included in the yearbook, please send club photos to:  
*YearbookPhotos@somersetcounty4h.org*

# What is the 4-H Yearbook and Catalog?

Published every summer prior to the Somerset County 4-H Fair, it is a record, in photos and text, of the events of the past 4-H year. It is a memory book for 4-H families and a promotional tool for the program. It is made available free of charge. Proceeds from **Commercial Advertisements and Personal Messages and Boosters** cover the cost of the book and help support the Fair, the building and the 4-H program.

## Why sell ads?

\* Ad sales help the Association pay the expenses for the Somerset County 4-H Fair — tents, awards, buses, etc. Everyone can help support the Fair by selling ads. The Fair is a **FREE** family event for all.

\* If every 4-H'er sold 1 Booster Ad, we would raise \$8,000 for YOUR fair.

\* Ad Sales also help the Association pay building expenses for the 4-H Center, where many of our 4-H Clubs conduct monthly meetings and hold county-wide 4-H events without charge.

## How do you sell ads?

- Spring Break is an ideal time to sell ads.
- Always have an adult with you if you sell ads door to door or to people you do not know.
- Ask your friends and family members to take out a personal message ad or a booster — print neatly!
- Carry ad forms and a sample catalog (available in the lobby of the 4-H Center) in the car so they are available wherever you go. Ask businesses to take out a commercial ad.
- Set your personal ad sales goal; see which businesses have already bought ads at <https://somerset4h.arantius.com/>
- If you have questions or wish to track your ad sale progress, please contact the Ad Sale Chairperson at [advertise4H@gmail.com](mailto:advertise4H@gmail.com).

## When are ads due? Final ad sale deadline - May 11th!

## Wow! Ad Sales Prizes

### T-Shirt Award

Every 4-H member or volunteer with **\$100** or more in ad sales receives a T-shirt with the Fair artwork.

Wear your ad T-shirt the first day of the Fair. This lets everyone know whom to thank for working hard to raise money to support the Fair!

### Club Sales

**Every club that sells \$500 or more will receive 10% of their total ad sales for their club treasury and will be recognized in the book.**

Set a goal such as a trip, special outing or new equipment and shoot for it as a club!

### Business Card Ads

The top selling 4-H member of Business Card ads receives an AmEx card worth \$50.

### Individual Total Ads

For every \$300 in ad sales, 4-H members will get \$25 in rewards. The first \$25 you receive will be in **FAIR FOOD COUPONS!** Think of all the milkshakes that will buy. Amounts above \$25 will be paid in gift cards. And top-selling 4-H members also will be recognized in the Yearbook and Catalog

### Family Total Ads

The two top sales families will receive \$50 in 4-H Fair Food Tent Coupons

## Remember...

- As soon as you receive your ad package, visit or call the representatives from the ads you sold last year.
- Use a separate form for each business or personal message ad (one member/one club per form); fill in both sides.
- Print business ads to fit one of the ad spaces or attach "camera ready" copy with a paper clip. Electronic copy may be emailed to [advertise4H@gmail.com](mailto:advertise4H@gmail.com).
- Set an ad sales goal, have fun, and be proud that you are helping to support the Fair, the 4-H Center and your club!

## Where do you submit ads?

Please turn in ads as soon as you receive them. Drop off at the 4-H office weekdays from 8:30-4:30 or to the 4-H Building Manager, evenings from 7:00 -8:30 p.m.

The Somerset County  
4-H Youth Development Program

For office use only  
Size \_\_\_\_\_  
Category \_\_\_\_\_  
Check \_\_\_\_\_  
Cash \_\_\_\_\_

The 72<sup>nd</sup> Annual 4-H Fair----August 8, 9, 10, 2018  
*Three days of "Free Family Fun"*



4-H YEARBOOK AND CATALOG AD SALES ORDER FORM  
PRINT CLEARLY

*Advertiser* \_\_\_\_\_ *Phone* \_\_\_\_\_

*Address* \_\_\_\_\_ *Email* \_\_\_\_\_

*Name of 4-H Salesperson (one name per form)* \_\_\_\_\_ *Phone* \_\_\_\_\_

*Name of 4-H Club (one club per form)* \_\_\_\_\_ *Sale Date* \_\_\_\_\_

Use paper clips to attach check and ad copy to order form.

Correct payment in full must accompany ad. *No exceptions.*

Mail your order form and check payable to: **SOMERSET COUNTY 4-H ASSOCIATION**

c/o Catalog Committee

310 Milltown Rd.

Bridgewater, NJ 08807

**DISPLAY AD INFORMATION**

The 4-H Yearbook and Catalog features pages of photos and text about the 4-H Youth Development program. Ads from local businesses are included in a special Buyers' Guide section. **Sales of ads and 4-H Fair exhibit spaces help support the 4-H Fair, which is non-profit and free to the community. The Yearbook & Catalog is distributed free of charge.**

To give sales credit to the appropriate 4-H'er, please return this form by **MAY 11, 2018.**

**PLEASE NOTE**

- All ads must be paid before they can be printed in the Yearbook and Catalog.
- Ads are accepted subject to approval of the Somerset County 4-H Association
- Contact the Ad Chairperson at [advertise4H@gmail.com](mailto:advertise4H@gmail.com) for help with this form.

*Would you like more exposure for your business?*

*Consider an exhibit space at the 4-H Fair.*

*For more info contact Kim Cook, the 4-H volunteer commercial coordinator:*  
4-H Office at 908-526-6644, Fax 908-704-1821, e-mail [somersetcounty4h@co.somerset.nj.us](mailto:somersetcounty4h@co.somerset.nj.us)

**Full Page**  
**7" x 10"**  
**\$275.00**

**1/4 Page**  
**3 1/2" x 5"**  
**\$125.00**

**1/8 Page**  
**3 1/2" x 2 1/2"**  
**\$65.00**

**1/2 Page**  
**7" x 5"**  
**\$175.00**

**Business Card**  
**\$50.00**

**Personal Message**  
**\$25.00**

No business logos permitted. Printed messages must fit this space. If hand writing, use space below.

**DIRECTIONS**

- Use paper clips; do not fold artwork.
- Include logo or special instructions.

**AD SIZE**

- Personal Message Space ..... \$25
- Business Card Space..... \$50
- 1/8 page ..... \$65
- 1/4 page ..... \$125
- 1/2 page ..... \$175
- Full page ..... \$275

**CATEGORY**

- Agriculture:** feed & pet supplies, nurseries
- Automotive**
- Community Organizations**
- Foods**
- Home & Garden:** home improvement, pools
- Industry**
- Personal:** clothing, jewelers, hair, notions
- Professional:** legal, medical, finance/insurance
- Services:** printing, realtors, banks, instruction
- Leisure:** gifts, hobbies, sports, travel

- Electronic Copy:** email to [advertise4H@gmail.com](mailto:advertise4H@gmail.com)
- Please use same ad as last year.**

The Somerset County  
4-H Youth Development Program

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# \$10.00 BOOSTERS

## 4-H YEARBOOK AND CATALOG ORDER FORM



4-H Member Name \_\_\_\_\_ Phone # \_\_\_\_\_

4-H Club \_\_\_\_\_

Attention Boosters: Please print your NAME in the boxes, leaving a blank space between words! \$10 per name

**Please PRINT neatly**

(EX – John Smith; Mary & John Smith; The Smiths; Mary, John, Jason & Justin Smith)

4-H Members may email this list to [advertise4H@gmail.com](mailto:advertise4H@gmail.com). Check here if you emailed the list \_\_\_\_\_

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