



CAPTIVE ADVERTISING

for a

DISTRACTED WORLD



MN STATE FAIR

ADVERTISING PROPOSAL 2025

***This is the 2025 package. Please only use as
reference to package details. 2026 rates to come***

Often referred to as the ***Great Minnesota Get-Together***, the annual Minnesota State Fair is one of the most popular tourist destinations in the region. Located mid-way between Minneapolis and St. Paul, the 322-acre Minnesota State Fairgrounds is renowned for its beautiful gardens and architecture reflecting the art deco and Works Progress Administration eras. This end-of-summer tradition is always held the 12 days leading up to and through Labor Day. The 2025 Minnesota State Fair runs Aug. 21 – Sep. 1.

The fair attracts more than 2 million visitors annually. Attendance in 2019 was a record 2,126,551 people. The highest daily attendance in the history of the fair was 270,426 visitors on Saturday, September 1, 2018.



1265 Snelling Ave N St Paul, MN 55108





MN STATE FAIR

ATTENDANCE STATS

1,883,141

2016-2024 ATTENDANCE AVERAGE

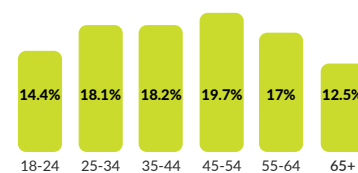


 47%  52.7%

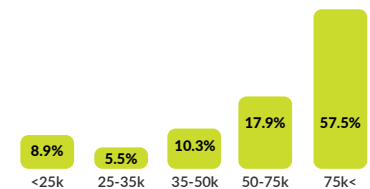
 74%  37%  59%

OWN A HOME COLLEGE DEGREES EMPLOYED FULLTIME

DEMOGRAPHIC BREAKOUT (AGE)



ANNUAL HOUSEHOLD INCOMES



MN STATE FAIR GRANDSTAND SHOWS 2025

OLD DOMINION



Thursday, Aug. 21

MELISSA ETHERIDGE & INDIGO GIRLS



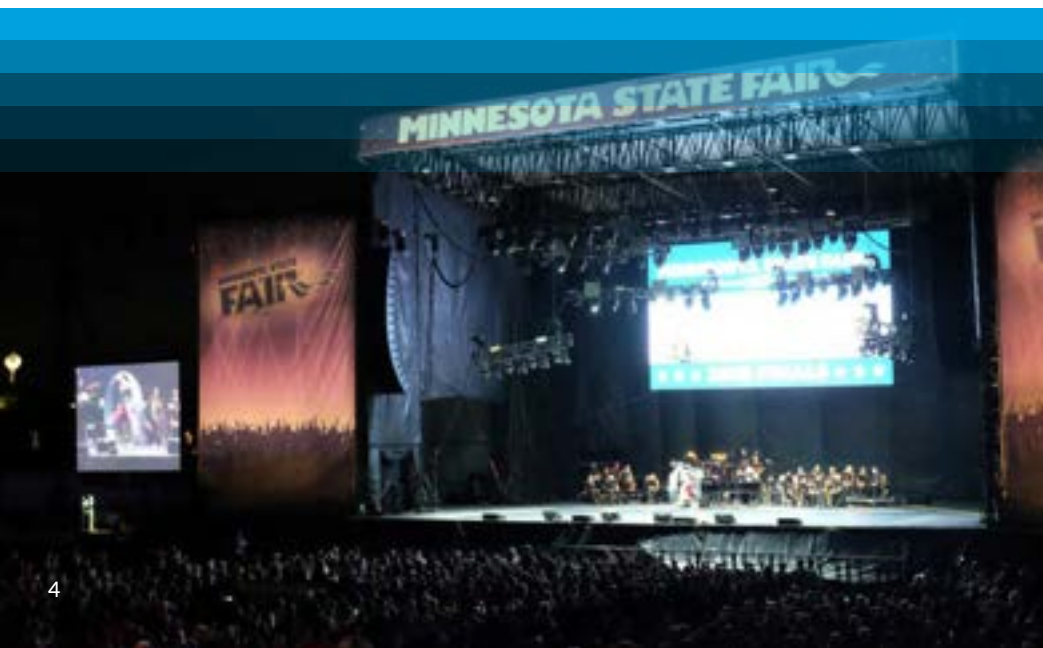
Sunday, Aug. 24

DEF LEPPARD



Tuesday, Aug. 26

PLUS MANY MORE TO BE ANNOUNCED!



MN STATE FAIR SALES PACKAGES

STATE FAIR PACKAGE INCLUDES:

- + 138 17X11 ADS
- + 2 MEN'S WALLSCAPES
- + 2 WOMEN'S WALLSCAPES

or

- + 69 17X22 ADS
- + 2 MEN'S WALLSCAPES
- + 2 WOMEN'S WALLSCAPES

Wallscapes will be posted in the Bazaar, DNR, Grandstand, Horse Barn, Polaris Park & west end restrooms.

Your ads will be evenly distributed between 25 different sets of restrooms across the fairgrounds.

ONLY 16 PACKAGES AVAILABLE

START DATE: August 21st, 2025

END DATE: September 1st, 2025

CREATIVE DUE DATE: July 25th, 2025

\$13,000 // TOTAL

***Production fee included in total



x 69

OR



x 138



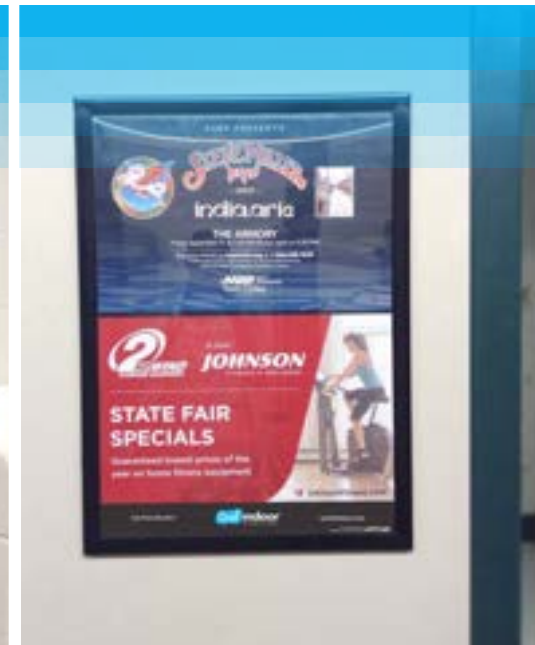
Posters not to scale

This is the 2025 Rate - 2026 Rates will increase.



We offer you a chance to be
A PART OF THE EXPERIENCE.

Insert your brand and message
IN A HIGH-TRAFFIC ENVIRONMENT.



MN STATE FAIR AD PACKAGE SPECS

Men's/Women's Poster



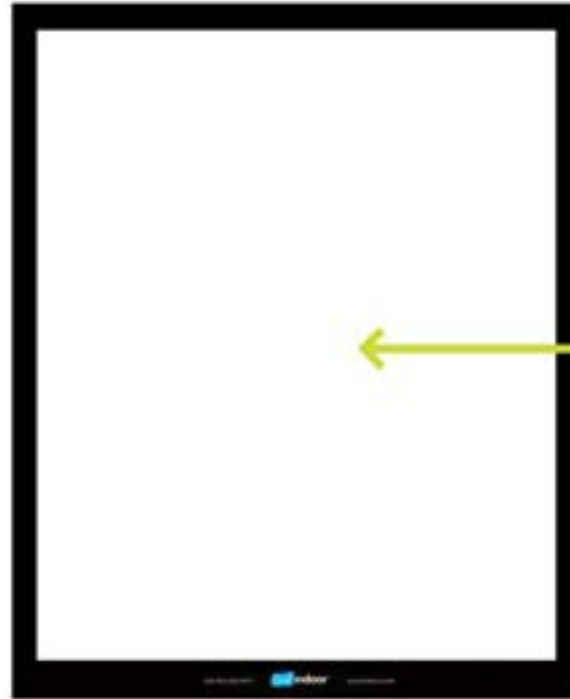
17" x 11"

Men's/Women's Poster



17" x 22"

Men's/Women's Large Wall Poster



50" x 61"

**CREATIVE IS DUE
JULY 25TH**

**SO WE CAN SEND IT TO BE
APPROVED BY THE FAIR.**

WHITE = LIVE AREA:

Your design will have a black border with our banner at the bottom

Per the MN State Fair,
your creative **CANNOT**
include any directionals to
"visit your booth," state
your booth, your location
at the fair, exclusive fair
deals or anything similar.

Failure to abide by these
rules may result in the MN
Fair officials denying your
creative, which may result
in late posting.

***** FOR 17x11 & 17x22 ONLY *****

PLEASE INCLUDE CROP MARKS

**AN 1/8 INCH OF BLEED IS REQUIRED
FOR US TO PROPERLY CUT PRINTS.**



WHAT PEOPLE ARE SAYING

“People are looking for something new that’s targeted and attention grabbing. This is the way to do it.” - *The Wall Street Journal*

THE WALL STREET JOURNAL.

“Now Madison avenue has invaded the restroom, it’s surprising nobody has thought of this before.”
- *Newsweek*

Newsweek

“The restroom ads reach the audience most coveted by advertisers: 21-35 years old who like to go out and spend money Restroom ads also allow companies to target gender with 100% accuracy.” - *Fortune Media*

FORTUNE

“If you went to the restroom three times, you’d reach it again and again and again. Not only can indoor billboards reach a very discerning customer, but they’ve got that customer’s undivided attention.” - *Inc.*

Inc.

“Talk about a captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly. Restrooms advertising is naturally an efficient medium for targeting strictly male or female audience” - *Adweek*

ADWEEK

“This was the only place in the world people would stand in line to read the advertising. A study by Rice University shows that the amount of time readers focus on the bathroom advertisements is about a minute and a half for men, and two minutes for women. You’ve got their undivided attention for a period of time” - *The Boston Globe*

The Boston Globe



Social indoor[®]

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