

Fowler Seed Marketing

2952 State Route 45N
Office: (888)249-SEED

Rock Creek, Ohio 44084
Fax: (440)563-5298

2017 FSM Dealer “FSM Brand” Sign Program

On-farm promotion is especially effective using attractive signage. We have two options for our FSM Dealers for this year: **Large 4'x8' multi-year road signs & small FSM Brand field signs.**

Large 4 x 8 signs will include a sticker identifying the local FSM dealer & his phone number. The following conditions apply to erecting one of these large signs.

- 1) It is not erected in the right-of-way (between road and telephone poles;
- 2) It is on property owned or rented for business purposes by the local seed dealer [technically supposed to be within 1500' of storage facility or office, etc];
- 3) There are no county or township or municipality zoning restrictions prohibiting them. It would be wise for any local dealer wanting to have a sign on their property to check with your local zoning person or township trustee to confirm acceptability.
- 4) The FSM dealer must have on-file an FSM Dealer Agreement and be an active dealer.

FSM Brand field signs will be reordered and available for spring and summer use. Please specify the number and kind of signs and product stickers you expect to need in your 'Customized Marketing Plan'.