

Exhibitors!

Sign up to advertise in the Official Program 2012 Wisconsin Farm Technology Days

July 17- 19 • Sugar Creek & Heideman Farms • New London



Increase your exposure at the Wisconsin Farm Technology Days by advertising in the Official Show Program. This is a great opportunity to generate more traffic to your exhibit at the show, and more sales to your company afterwards.

- Up to 7,500 copies will be distributed to farmers and producers in the surrounding counties prior to the show.
- A total of 35,000 copies will be printed. Only the Official Program will be distributed at the Information Booths of the show.

Advertising space is limited. Reserve your spot now!

Advertising Sizes & Rates

Program Trim Size = 8.5" x 11" Bleed Size = 8.75" x 11.25" (please provide .125" of bleed)

Full Page	2/3 Page	1/2 Page	Corner 1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
8" x 10.375"	5.67" x 10.375"	8" x 5.25"	5.75" x 5.67"	8" x 3.66"	3.75" x 4.75"	3.75" x 2"	4.75" x 1.25"

Display Ad Rates	
Page	\$3,115
2/3 Page	2,485
1/2 Page	2,175
1/3 Page	1,850
Exhibitor Marketplace Ads	
1/4 Page	\$ 810
1/8 Page	485
1/16 Page	230
<i>Prices are for color or B/W</i>	

► Enhance Your Program Listing...

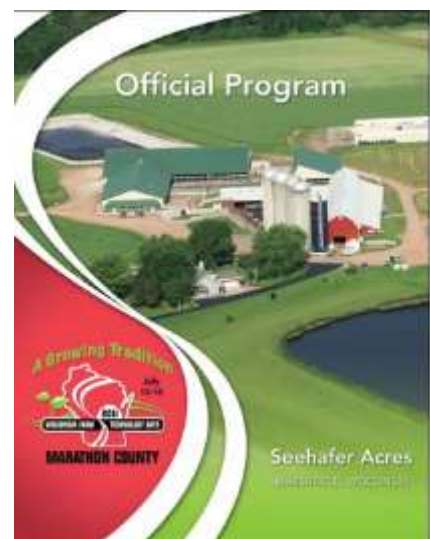
Each exhibitor company name is listed in the program alphabetically and by product listing. Make your listings stand out by making it **bold and in color** for only \$100.

The Wisconsin Farm Technology Days Official Program gives attendees the most up-to-date news and information about Wisconsin's premier outdoor farm show!

Ad Cutoff Date: June 1, 2012

See the Order Form to place your advertising order:

Anna Maenner, Marketing Coordinator
Wisconsin Farm Technology Days
211 Canal Road, Waterloo, WI 53594
Phone: (920) 478-3852 Fax: (920) 478-9586
Email: info@wifarmtechnologydays.com



2012 Wisconsin Farm Technology Days

Official Program Advertising Insertion Order

Company: _____

Contact: _____

Address: _____

City: _____ ST: _____ ZIP/Postal: _____

Phone: _____ Fax: _____ Email: _____

Wisconsin Farm Technology Days program

- Trim Size will be 8.5"(w) x 11" (h)
- Display ads will run throughout the publication.
- Marketplace ads will be displayed together on the Marketplace pages.

Display Ads

√Select	Ad Size	Price
	Full Page	\$3115
	2/3 Page	\$2485
	1/2 page	\$2175
	Corner 1/2 Page	\$2175
	1/3 Page	\$1850

Exhibitor Marketplace Ads

√Select	Ad Size	Price
	1/4 Page	\$810
	1/8 Page	\$485
	1/16 Page	\$230
Make Your Company Listing Bold & in Color		
	Listing	\$100

1. Advertising space subject to availability. Wisconsin Farm Technology Days, Inc. is responsible for publication of the program and placement of the advertisements in the program.
2. Full payment must be made by June 1, 2012.
3. Cancellations or changes in orders will not be accepted after June 1, 2012. Cancellations must be in writing and must be confirmed by the Wisconsin Farm Technology Days Marketing Office.
4. Wisconsin Farm Technology Days, Inc. will not be liable for any failure to print, publish or circulate all or any portion of the program if such failure is due to Acts of God, strikes, accidents, or other circumstances beyond control.

Ad Requirements

- Advertisements are due before June 1, 2012.
- Press quality PDF format. All fonts must be embedded in PDF file. PDF must include 1/8" bleed for bleed ads along with crop and registration marks.
- High resolution JPG or TIF files with resolution of 300 dpi or greater.
- EPS files with fonts converted to outline.
- Adobe Illustrator, InDesign, Photoshop files.
- Can accept both PC and Mac files. Fonts must be PostScript (Mac) or True Type (Windows).

► **YES!** Please accept our order for advertising in the 2012 Wisconsin Farm Technology Days official program.

Amount due: \$ _____ A separate invoice will be sent.

Authorized Signature: _____ Date: _____

Send to:

Wisconsin Farm Technology Days
211 Canal Rd.
Waterloo, WI 53594

Phone: (920) 478-3852
Fax: (920) 478-9586
Email: info@wifarmtechnologydays.com