

# Sign up to Advertise in the Official Program

## 2019 Wisconsin Farm Technology Days

July 23-25, 2019

Walter Grain Farms, Johnson Creek



- Increase your exposure
- Generate more traffic to your exhibit
- Generate more sales for your company

Ad Order Due:  
April 15, 2019

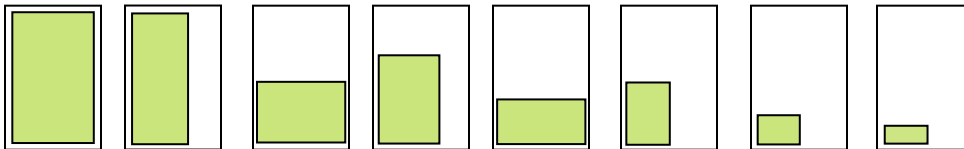
Ad Copy Due:  
May 1, 2019

7,500+ copies of the program will be distributed to producers in the surrounding counties prior to the show. A total of 35,000 copies will be printed. This official program is the publication distributed at the show.

**Advertising space is limited - Reserve your spot now!**

### Program Advertising Sizes & Rates

Program Trim Size = 8.5" x 11"



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"	5.5" x 10"	8" x 5" or 4" x 10"	5.25" x 8"	8" x 3.5"	3.5" x 4.75"	3.5" x 2.25"	3.5" x 1.25"

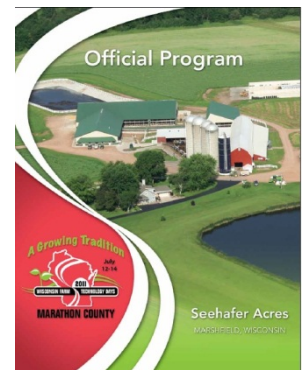
Program Display Ad Rates	
Page	\$3,270
2/3 Page	2,610
1/2 Page	2,285
1/3 Page	1,945
1/4 Page	985
Program Marketplace Ad Rates	
1/8 Page	510
1/16 Page	265
Event App Banner Ad Rate	
Banner Ad	\$1,500

*Prices are for color or B/W*

### ► Enhance Your Program Listing...

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

**Complete the Order Form to place your advertising request.**



# Wisconsin Farm Technology Days

## 2019 Program Advertising Insertion Order

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Wisconsin Farm Technology Days Program	Display Ads			Marketplace Ads*		
	√Select	Ad Size	Price	√Select	Ad Size	Price
<ul style="list-style-type: none"> <li>Printed page size will be 8.5"(w) x 11" (h)</li> <li>Display ads will run throughout the publication.</li> <li>Marketplace ads may be displayed together on Marketplace pages.</li> <li>Bold &amp; Color listing refers to Alphabetical Exhibitor Listing and Listing by Category.</li> </ul>		Full Page	\$3270		1/4 Page	\$985
		2/3 Page	\$2610		1/8 Page*	\$510
		1/2 page	\$2285		1/16 Page*	\$265
		Corner 1/2 Page	\$2285	<b>Make Your Company Listing Bold &amp; in Color</b>		
		1/3 Page	\$1945		Listing	\$100

- 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.
- Full payment must be made upon receipt of invoice.
- Cancellations or changes in orders will not be accepted after April 15, 2019. Cancellations must be in writing and must be confirmed by the Wisconsin Farm Technology Days Marketing Office.
- 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 our control.

### Ad Requirements

- Advertisement Insertion Orders are due by April 15, 2019. Ad Copy is due by May 1, 2019.
- 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).
- Bold & Color listing refers to alphabetical Exhibitor Listing and Listing by Category.

► **YES!** Please accept our order for advertising in the 2019 Wisconsin Farm Technology Days official program.

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

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send to: Wisconsin Farm Technology Days  
 Official Program Advertising  
 211 Canal Road  
 Waterloo, WI 53594

Email: [info@wifarmtechnologydays.com](mailto:info@wifarmtechnologydays.com)