

DIGITAL MARKETING PACKAGES

Ensure that your company is “top of mind” as attendees consider which of the close to 400 exhibitors they will visit. The official Amarillo Farm & Ranch Show Digital Marketing Packages are designed to recognize that attendees typically do their pre-show planning digitally, via the internet and mobile devices.

This year’s official Amarillo Farm & Ranch Show Marketing Packages are perfect for helping attendees plan which booths they will visit during the Show.

GOLD DIGITAL MARKETING PACKAGE - \$375 (LIMIT - 5 SPONSORS)

- Premium sponsorship on the IDEAg Amarillo Farm & Ranch Show website
 - Leaderboard ad (rotation with Gold Sponsors); Ad size 728 x 90
 - Company logo in shared skyscraper ad
- Premium upgraded listing in our Online Show Guide
 - Highlighted in the Featured Exhibitor section
 - Opportunity to include a company logo and a product video and/or image
- Mobile website ad (rotation with Gold Sponsors); Ad size 320 x 50

SILVER DIGITAL MARKETING PACKAGE - \$325

- Sponsorship on the IDEAg Amarillo Farm & Ranch Show website
 - Company logo in shared skyscraper ad
- Premium upgraded listing in the Online Show Guide
 - Highlighted in the Featured Exhibitor section
 - Opportunity to include a company logo and a product image

BRONZE MARKETING PACKAGE - \$275

- Sponsorship on the IDEAg Amarillo Farm & Ranch Show website
 - Company logo in shared skyscraper ad
- Basic listing in our Online Show Guide under the Featured Exhibitor section

OTHER OPPORTUNITIES

Other Opportunities:

- Welcome Ad: \$2,500
 - Exclusive and prominent, the Welcome Ad is the first thing visitors will see when coming to the website. Perfect for an advertiser that wants the greatest exposure possible.
- Wallpaper Ad: \$3,500
 - Visitors aren’t likely to forget your company when your logo is represented on the backdrop of the IDEAg Amarillo Farm & Ranch Show website at all times. No matter where people navigate on the site, you’ll always be visible with our exclusive website wallpaper ad.
- Lower Medium Rectangle Ad: \$350
- Lower Leaderboard Ad, run-of-site: \$250

Note: All Amarillo packages will run promptly upon receipt of materials, through the show and for 30 days afterward.

DIGITAL & PRINT PACKAGES

Use the power of the internet and print to maximize your company's exposure before and during the Amarillo Farm & Ranch Show.

Take advantage of our discounted package pricing by utilizing our website advertising and get your company's name in the hands of 30,000+ attendees through the Official Show Program of the IDEAg Amarillo Farm & Ranch Show.

GOLD DIGITAL MARKETING PACKAGE & FULL PAGE PRINT AD - \$1,475 (LIMIT - 5 SPONSORS)

- Retail Value - \$1,625

GOLD DIGITAL MARKETING PACKAGE & 1/2 PAGE PRINT AD - \$1,075 (LIMIT - 5 SPONSORS)

- Retail Value - \$1,225

SILVER DIGITAL MARKETING PACKAGE & FULL PAGE PRINT AD - \$1,450

- Retail Value - \$1,600

SILVER DIGITAL MARKETING PACKAGE & 1/2 PAGE PRINT AD - \$1,050

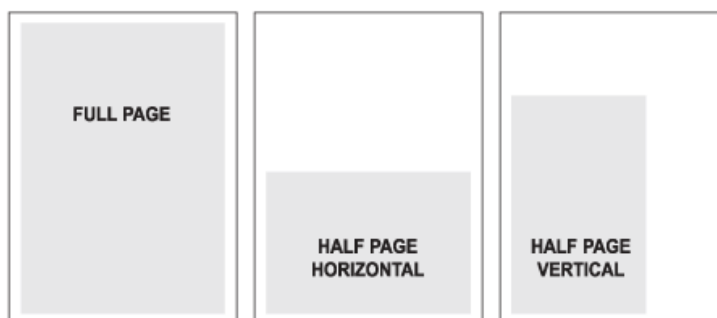
- Retail Value - \$1,200

BRONZE DIGITAL MARKETING PACKAGE & FULL PAGE PRINT AD - \$1,425

- Retail Value - \$1,575

BRONZE DIGITAL MARKETING PACKAGE & 1/2 PAGE PRINT AD - \$1,025

- Retail Value - \$1,175



For more information about digital & print packages, contact your sales representative today!

Brian Ruhl
Sales Manager
800-547-7377 x3367
Brian.Ruhl@IDEAgGroup.com

Scott Odin
Sales Manager
800-547-7377 x3337
Scott.Odin@IDEAgGroup.com

DIGITAL & PRINT ADVERTISING

2013 OFFICIAL SHOW PROGRAM & DIGITAL ADVERTISING ORDER FORM

IDEAg Amarillo Farm & Ranch Show Program and Digital Advertising Order Form

Instructions: To place an order for advertising, simply complete this form and return it to your sales representative

Company _____

Address _____

City/State/Zip _____

Telephone _____

Contact Name _____

Contact Email _____

Signature _____ Date _____

Please check the ad size your company is interested in purchasing.
There is no additional charge for color.

Placement Request _____
(Ex. Right hand page, near forum schedule, etc.)

Payment Method: _____ VISA _____ Master
_____ AMEX _____ Check _____ Bill me

Company: _____

Contact: _____

CC#: _____ Exp Date: _____

Name on Card: _____

Billing Address: _____

Phone: _____ Ext. _____

Email: _____

Authorized Signature: _____

Mail Checks to:

IDEAg Group - AFRS
Box 684080
Chicago, IL 60695-4080
(Make checks payable to IDEAg Group, LLC)

Or, **email or fax** your CC payments to your sales representative.
FAX #: 651-768-2159

SPECIFICATIONS and RATES

Trim Size: 7.875" w x 10.75" h
Live Area: 7" w x 9.375" h
Bleed: 8.125" w x 11" h

Print Advertising Rates

PLACEMENT	DIMENSIONS	RATE
Back Cover	8.125" w x 11" h	\$2,050
Inside Front Cover	8.125" w x 11" h	\$1,750
Inside Back Cover	8.125" w x 11" h	\$1,750
Full Page	8.125" w x 11" h	\$1,250
1/2 Page (horizontal)	7" w x 4.625" h	\$ 850
1/2 Page (vertical)	4.625" w x 7" h	\$ 850
1/3 Page (horizontal)	7" w x 3" h	\$ 675
1/3 Page (vertical)	2.25" w x 9.375" h	\$ 675
1/3 Page (standard)	4.625" w x 4.625" h	\$ 675
1/4 Page	3.5" w x 4.625" h	\$ 490
1/6 Page (vertical)	2.25" w x 4.625" h	\$ 375
1/6 Page (horizontal)	4.625" w x 2.25" w	\$ 375

No additional charge for color

Digital Marketing Rates

PACKAGE	RATE
Gold Digital Marketing Package	\$ 375
Silver Digital Marketing Package	\$ 325
Bronze Digital Marketing Package	\$ 275
Welcome Ad	\$2,500
Wallpaper Ad	\$3,500
Lower Medium Rectangle Ad	\$ 350
Lower Leaderboard Ad	\$ 250

Print/Digital Combination Rates

PACKAGE	RATE
Gold & Full Page Ad	\$1,475
Gold & 1/2 Page Ad	\$1,075
Silver & Full Page Ad	\$1,450
Silver & 1/2 Page Ad	\$1,050
Bronze & Full Page Ad	\$1,425
Bronze & 1/2 Page Ad	\$1,025

If you have any questions, contact us today!

Scott Odin
Sales Manager
651-768-2193

Scott.Odin@IDEAgGroup.com

Brian Ruhl
Sales Manager
651-768-2194

Brian.Ruhl@IDEAgGroup.com

DIGITAL & PRINT ADVERTISING

2013 DIGITAL & PRINT ADVERTISING - SENDING MATERIALS

PLEASE SUBMIT PRINT AD MATERIALS BY OCTOBER 18.

CREATING YOUR ARTWORK

FORMAT: IDEAg operates under the PC platform. Ad files are preferred in Press Quality PDF format (all fonts must be embedded and files must be built to the correct size). We can also accept PC format files created in Quark Xpress or InDesign (All imported graphics and fonts must be included) Adobe Illustrator (all fonts must be outlined), or Adobe Photoshop (CMYK or greyscale color mode, no less than 300 dpi). Files created in any other format will need to be recreated by IDEAg; production charges will apply.

IMAGES: All images supplied must be high resolution EPS, TIFF, or JPG files (no less than 300 dpi) in CMYK color or b&w. JPEG files and GIF files downloaded from websites are not acceptable for print and cannot be used. IDEAg is not responsible for the print quality of graphics that do not meet these requirements.

SENDING YOUR ARTWORK

EMAIL: Maximum file size for each email is 25MB. Files larger in size must be sent on disk. In the subject line of your email, please identify your company name and the program for which your files are being sent.

Please email files to the attention of Samantha Kaplan. If you have any questions about sending the files, please contact Samantha at Samantha.Kaplan@IDEAgGroup.com, or call 847-969-2982.

It is extremely important that you enter your company name and program in the subject line. This information will identify the sender and we will be used to contact you in the event there is a problem with your artwork. If you have a multiple large-sized files please send them in separate emails.

DISK: CD-ROM or DVD (hard copy proof must be included).

Please send materials to:

IDEAg Group

Attention: Samantha Kaplan
1501 E Woodfield Road
Suite 300W
Schaumburg, IL 60173

If you have any questions, contact us today!

Scott Odin
Sales Manager
651-768-2193

Scott.Odin@IDEAgGroup.com

Brian Ruhl
Sales Manager
651-768-2194

Brian.Ruhl@IDEAgGroup.com