

54th Annual Event • Effective Reach Before and During the Show!

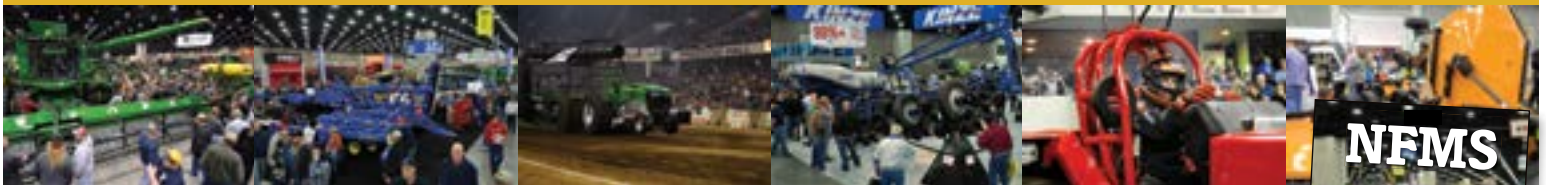
Event Dates: February 13 - 16, 2019 ♦ Louisville, Kentucky



# OFFICIAL 2019 SHOW GUIDE • RATE CARD

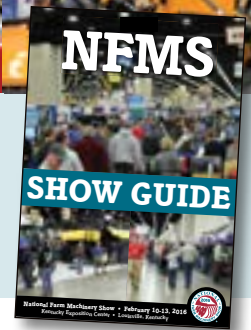
## BUILD YOUR EXHIBIT TRAFFIC!

- Official Show Program • Mobile App Sponsorships
- Social Media Promotion Services • TV Advertising



**Close Date: 12/21/2018 - Special Discounts when you order before 12/6/2018!**

- ✓ Printed and distributed free at all parking lot and building entrances at the National Farm Machinery Show
- ✓ Reach more than 300,000 show visitors - your potential customers attending the show
- ✓ Distribution: 53,000



Ad Size	B & W	*2-Color	4-Color
Full Page	\$5,232	\$5,745	\$6,960
2/3 Page	3,980	4,510	5,720
1/2 Page - island, horiz., vert.	3,720	4,305	5,475
1/3 Page - horiz., vert.	2,180	2,680	3,870
1/4 Page - horiz., vert.	1,600	2,060	3,285
1/6 Page - horiz., vert.	995	1,575	2,750
1/8 Page	785	1,275	2,535
1/12 Page	525	1,040	2,275
Column Inch	230	725	2,015
Back Cover			7,720
Inside Front Cover			7,415

\* 2-color ads are black plus one additional standard color. Standard second colors: red, blue, green or yellow.

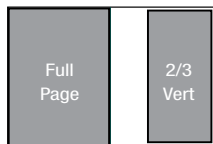
### Bonuses for Advertisers

- ✓ **FREE LISTING UPGRADE!** All Show Guide advertisers get a FREE color, boldface listing - including your address and phone number - in the Exhibitor Directory. Only Show Guide advertisers get the **FREE special color listing!**
- ✓ **DISCOUNT!** Reserve your Official Show Guide ad by 12/6/18 and receive a **5% discount!**
- ✓ **UP TO 50% DISCOUNT** on show mobile app packages. See app materials for details.

Contact your Farm Progress sales representative today to schedule your show exhibit promotion!

### Ad Sizes

Publication Trim  
7.5" x 10.5"

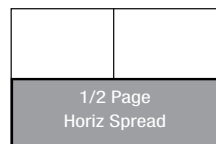


Full Page  
Live Area 6.5" x 9.5"  
Trim 7.5" x 10.5"  
Bleed 7.75" x 10.75"

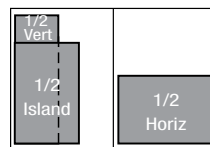
2/3 Page Vertical 4.25" x 9.25"



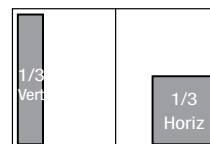
Full Page Spread  
Live Area 14" x 9.5" - Trim 15" x 10.5"  
Bleed 15.25" x 10.75"



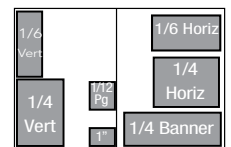
1/2 Page Horizontal Spread  
Non Bleed Ad 14" x 4.5"  
Bleed Ad, Live Area 14.25" x 4.5"  
Bleed 15.25" x 5.25"



1/2 Page Island 4.25" x 7"  
1/2 Page Vertical 3.125" x 9.25"  
1/2 Page Horizontal 6.5" x 4.5"



1/3 Page Vertical 2" x 9.25"  
1/3 Page Horizontal 4.25" x 4.5"



1/4 Page Vertical 3.125" x 4.5"  
1/4 Page Horizontal 4.25" x 3.25"  
1/4 Page Banner 6.5" x 2.25"

1/6 Page Vertical 2" x 4.5"  
1/6 Page Horizontal 4.25" x 2.25"

1/8 Page - 2" x 3.25"

1/12 Page - 2" x 2.25"

Column Inch - 2" x 1"

54th Annual Event • Effective Reach Before and During the Show!



Use our extensive **National Farm Machinery Show** audience-reach tools to promote your exhibit and products.

- Official Show Guide
- Official Show Mobile App
- Facebook Live
- TV/Video PR Segment
- Mail List Rental

**Contact your Farm Progress sales representative for details and to schedule your promotion plans today!**

### NFMS Mobile App

Use the exclusive **Official Show Mobile App** to create more awareness and interest among show visitors for your exhibit, company and products.

- ✓ Reach thousands of your prime customers **before and during the show**.
- ✓ Instant contact, brochures, video, push messages during the show — many options.
- ✓ **3 value packages** available with many promotional features.
- ✓ **Deep DISCOUNTS** (up to 50%) when you also run a print ad in the Official Show Guide!
- ✓ Get full details and pricing from your Farm Progress sales rep.



### Paid Social Media and TV and Video Promotion Opportunities at the Show



#### Facebook Live

- ✓ 6-10 minute segment created during the show from a Farm Progress brand.
- ✓ Tagged to client's Facebook page.
- ✓ Hosted by Willie Vogt or Max Armstrong.
- ✓ Contact your Farm Progress sales rep for pricing and availability.



#### This Week In Agribusiness PR Segment, 3-4 Minutes

- ✓ Your segment is featured **NATIONALLY** on RFD-TV plus 115 affiliates during the weekly This Week In Agribusiness show.
- ✓ You receive a copy of your segment to use on your website or other video promotion.
- ✓ Hosted by Max Armstrong.

**Is your company a NEW National Farm Machinery Show exhibitor?**  
**If yes, please contact** — Cindy Kramer, Advertising Assistant  
(952) 851-4698 • [cindy.kramer@farmprogress.com](mailto:cindy.kramer@farmprogress.com)

All General Rate Policies, Terms and Contract Regulations as published within the **Farm Futures** Commercial Rate Card apply.

**FARM PROGRESS** 255 38th Avenue, Suite P St. Charles, IL 60174 (630) 524-4723 [Marketing.FarmProgress.com](http://Marketing.FarmProgress.com)