



# 2020 SOUVENIR PROGRAM ADVERTISING AGREEMENT

This document shall serve as an advertising agreement between the National Farm Machinery Show's Championship Tractor Pull and \_\_\_\_\_ for the 2020 Championship Tractor Pull Souvenir Program. The National Farm Machinery Show reserves the right to reject any ad which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be promptly notified.

## RATES AND SPECS

**DISCOUNTS:** National Farm Machinery Show EXHIBITORS receive a 10% discount and SPONSORS receive a 25% discount.

AD SPACE	AD SIZE	IMAGE AREA SIZE	BLEED SIZE	COLOR RATE	B&W RATE
Inside Cover*	7.75" x 10.5"	7.25" x 10"	8" x 10.75"	\$1,100.00	N/A
Full Page	7.75" x 10.5"	7.25" x 10"	8" x 10.75"	\$975.00	\$850.00
Two-Page Spread	15.5" x 10.5"	15" x 10"	15.75" x 10.75"	\$2,000.00	N/A
Half Page (Horizontal Only)	7.25" x 4.875"	7.25" x 4.875"	N/A	\$675.00	\$525.00
Quarter Page (Vertical Only)	3.5" x 4.875"	3.5" x 4.875"	N/A	\$350.00	N/A

\* Inside front and back covers are sold on a first-come, first-served basis.

**RATES:** All rates are net. Pricing is based on a completed, camera-ready ad that is supplied to the National Farm Machinery Show via e-mail. See "Additional Charges" (listed below) for other fees that may apply.

**SUBMISSION:** ADS MUST BE PROVIDED DIGITALLY via email (if under 10MB), Dropbox, Hightail or any other online large format file sharing delivery service.

**ADDITIONAL CHARGES:** Set-up charges will be added to any ad requiring typesetting, layout or design: \$200 for a full-page ad, \$150 for a half-page ad. These same set-up charges will also be billed for any advertiser-initiated revisions, or for any revisions needed to correct improperly supplied art.

**DEADLINES:** December 20, 2019 Deadline for space reservations.  
 December 20, 2019 Deadline for advertising materials requiring design, set-up or revisions.  
 January 3, 2020 Deadline for camera-ready art (no proof provided).

**PAYMENT:** Ad Size: \_\_\_\_\_ & Cost \$ \_\_\_\_\_  
 Additional Set-Up Charges (if applicable) + \$ \_\_\_\_\_  
 Exhibitor (10%) or Sponsor (25%) Discount (if applicable) - \$ \_\_\_\_\_  
**TOTAL PAYMENT** \$ \_\_\_\_\_

**FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.**

## PLEASE PRINT CLEARLY AND COMPLETE IN FULL

Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature and date are required for contract to be considered valid. For electronic signatures, simply type your name.

Please send original copy of this agreement along with advertising materials to:

**BRYAN LIVELY** / The HOOK Magazine / PO Box 2373 / Elizabethtown, KY 42702-2373

To send via email: 1. Complete and save form. 2. Click here: [rb lively@hotmail.com](mailto:rb lively@hotmail.com) 3. Attach form and materials to the email.