



National Farm Machinery Show – February 13-16, 2019
CHAMPIONSHIP TRACTOR PULL
 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 2019 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.

AD SIZE	DIMENSIONS	4-COLOR	B&W
Inside front cover	8-1/2" x 11"	\$1,100.00	N/A
Inside back cover	8-1/2" x 11"	\$1,100.00	N/A
Full page	8-1/2" x 11"	\$975.00	\$850.00
Half page	8-1/2" x 5-1/2"	\$675.00	\$525.00
Quarter Page	3-7/8" x 5-1/8"	\$350.00	N/A

DISCOUNTS: National Farm Machinery Show EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed.

- 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:** **ALL ADS MUST BE PROVIDED DIGITALLY.** Ads may be e-mailed (if under 4MB) or supplied on a CD.
Note: Please comply with the attached Advertising Checklist if providing the ad on a CD.
- ADDITIONAL CHARGES:** Set-up charges will be added to any ad requiring typesetting, layout or design: \$100 for a full-page ad, \$75 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 14, 2018** Deadline for space reservations.
December 17, 2018 Deadline for advertising materials requiring any set-up or revisions.
January 4, 2019 Deadline for camera-ready art (no proof provided).
- PAYMENT:** Ad Size: _____ & Cost \$ _____
 Additional Charges: _____ Set-up + \$ _____ (if applicable)
 Exhibitor (10%) or Sponsor (25%) Discount - \$ _____ (if applicable)
TOTAL \$ _____

FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.
 Make your payment by visiting the payment portal at kyexpo.org/PaymentForm.aspx.

PLEASE PRINT AND COMPLETE IN FULL:

Advertiser _____ Contact Person _____
 Address _____ City _____ State _____ ZIP _____
 Daytime Phone (_____) _____ Fax (_____) _____
 E-mail _____
 Signature _____ Date _____

(SIGNATURE AND DATE REQUIRED FOR CONTRACT TO BE CONSIDERED VALID.)

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

Edward Browne / Championship Tractor Pull – Communications Department / P.O. Box 37130 / Louisville, KY 40233-7130
 Street address: 937 Phillips Lane, Louisville, KY 40209 Phone: (502) 367-5184 Fax: (502) 367-5189
 E-mail: Edward.Browne@kyvenues.com Internet address: www.farmmachineryshow.org