



**Official SHOW GUIDE Gross Rates**

Distribution: 40,000

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	1,575	1,675	1,775
1/2 Page	945	975	1,025
Cover Positions	2,475	2,575	2,675
Business Card	150	175	200

**SHOW GUIDE Order Info:**

Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_  
 Ad Dimension: \_\_\_\_\_ Less Combo Disc. (\*25%): \_\_\_\_\_  
 Color: \_\_\_\_\_ Total: \_\_\_\_\_

\* If ordering both publications, you may take an additional 25% combo discount off your Show Guide ad only.

**Show Guide Ad Dimensions**

Ad Sizes	Width	Depth
Full Page non-bleed	5 1/2"	10 1/4"
Full Page bleed size	6 1/4"	11"
1/2 Page	5 1/2"	5"
Business Card	2 5/8"	2"

**Contract:**

Contact: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Publisher of the Official World Ag Expo Magazine and Show Guide

**Official MAGAZINE Gross Rates**

Distribution: 80,000

Ad Sizes	B/W	2/C (Std)	4/C
2 Page Spread	10,360	11,615	13,265
Full Page	5,515	6,110	6,985
2/3 Page	4,130	4,585	5,240
1/2 Page	3,585	3,975	4,535
1/3 Page	2,755	3,055	3,490
1/4 Page	1,820	2,015	2,310
1/6 Page	1,375	1,525	1,750
1/8 Page	1,030	1,145	1,315
1/12 Page	735	840	945

**MAGAZINE Order Info:**

Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_  
 Ad Dimension: \_\_\_\_\_ Less Early Bird Disc. (\*10%) \_\_\_\_\_  
 Color: \_\_\_\_\_ Total: \_\_\_\_\_

\*Extra Bonus: Take an additional 10% early bird discount on the magazine if ordered by April 30, 2009

**Magazine Ad Dimensions**

Ad Sizes	Width	Depth
2 page spread non-bleed	15"	10"
2 page spread bleed size	15-3/4"	11"
Full page non-bleed	7"	10"
Full page bleed size	7-7/8"	11"
2/3 page Vertical	4-1/2"	10"
2/3 page Horizontal	7"	6-1/2"
1/2 page spread non-bleed	15"	5"
1/2 page spread bleed size	15-3/4"	5-3/8"
1/2 page Horizontal	7"	5"
1/2 page Island	4-1/2"	7-1/2"
1/2 page Vertical	3-3/8"	10"
1/3 page Square	4-1/2"	5"
1/3 page Vertical	2-1/8"	10"
1/3 page Horizontal	7"	3-3/8"
1/4 page Standard	3-3/8"	5"
1/4 page Vertical	2-1/8"	7-1/2"
1/4 page Horizontal	4-1/2"	3-3/4"
1/6 page Standard	2-1/8"	5"
1/6 page Horizontal	4-1/2"	2-1/2"
1/8 page	2-1/8"	3-3/4"
1/12 page	2-1/8"	2-1/2"

**Fax your completed form to 662-627-1977 or for more information,  
 please contact a Farm Press Representative at 800-253-3160**