NEW YORK FARM SHOW® 2019

FEBRUARY 21-23, 2019
SYRACUSE, NEW YORK

Official Show Program

Display Net Advertising Rates			
	B/W	2/C	4/C
Full Page*	$3,000	$3,695	$4,175
3/4 Page*	$2,885	$3,330	$3,770
Junior Page*	$2,510	$3,050	$3,090

*Spreads available. Contact your sales representative.

Marketplace Net Advertising Rates			
	B/W	2/C	4/C
1/2 Page +	$1,610	n/a	$1,985
1/3 Page +	$1,290	n/a	$1,585
Bottom Banner +	$1,125	n/a	$1,475
1/4 Page +	$800	n/a	$1,155
1/6 Page	$665	n/a	$1,030
1/8 Page	$495	n/a	$860
1/12 Page	$370	n/a	$735
1/16 Page	$250	n/a	$590
Business Ad	$200	n/a	n/a

+ Upgrade to Display Placement, add $250

Contact your Farm Progress rep
Toll-free (800) 778-5656

Bonus Distribution: 14,000

The Official Program of the **2019 New York Farm Show** will be bound into the **February issue** of **American Agriculturist.** An additional 14,000 programs will be distributed to attendees of the 2019 New York Farm Show. Support your show presence by showcasing your exhibit with an ad in this important issue.

Issue Date: February 2019
Close Date: December 26, 2018
Materials Date: January 3, 2019
Send materials to https://informa.sendmyad.com

Full Page*	Junior Page	3/4 Page H
10.25″ × 12″	7″ × 8.25″	9.5″ × 8.25″

Trim size: 10.25″ × 12″ *Bleed size: 10.5″ × 12.25″

1/2 Page H 9.5″ × 5.5″	**1/3 Page H** 9.5″ × 3.5″	**1/3 Page V** 4.625″ × 7.25″
Bottom Banner 9.5″ × 2.75″	**1/4 Page V** 4.625″ × 5.5″	**1/6 Page H** 4.625″ × 3.5″
1/8 Page H 4.625″ × 2.625″	**1/8 Page V** 2.25″ × 5.5″	**1/12 Page H** 2.25″ × 3.5″
1/16 Page H 4.625″ × 1.25″	**1/16 Page V** 2.25″ × 2.625″	**Business Ad** 2.25″ × 1.5″

Orders, Contracts and Ad Materials

Email all contracts, insertion orders and materials as follows:
Display orders: display.orders@farmprogress.com
Marketplace orders: market.orders@farmprogress.com

Submitting electronic files for print ad materials
The preferred method of receiving files is through the ad delivery portal powered by **SendMyAd** — a revolutionary online system designed to ensure error-free ad submission. First time users of SendMyAd will need to register — both registration and login can be done at https://informa.sendmyad.com.

The preferred file format for delivery is PDF/X-1a.

If you cannot use SendMyAd, a PDF/X-1a formatted PDF can be sent to displaymaterial@farmprogress.com — Color match proofs are not required, but will be used if provided. Send to: Farm Progress, 255 38th Avenue, Suite P, St. Charles, IL 60174-5410, Phone: (630) 524-4556

Mechanical Requirements

- Total ink density of images should not exceed 300%.
- Ads with bleed should not extend 0.125" beyond the trim.
- All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- All color and grayscale photos should be actual size at a minimum 240 dpi and saved as TIFFs.
- Please refer your ad production questions to Jim Heffron at (630) 524-4552 or jim.heffron@farmprogress.com.

	Acrobat PDF*	Comments
Preferred Format	PDF/X-1a	Version 1.3
Other Formats	**Page Layout Program**	
	Adobe InDesign	Use extension .INDD, Package for Output.
	Photo File Formats	
	TIFF	Use CMYK, Grayscale, or Bitmap. No RGB.
	Photoshop EPS	Use ASCII Encoding, 8-Bit TIFF Preview.

*All PDFs are considered "final output" and cannot be edited. PDFs that are non-compliant to the PDF/X-1a or press-ready standards will be returned to client for corrections.

General Policies and Conditions

- It is understood and agreed that all orders must conform with the conditions set forth in this rate card. We reserve the right to eliminate from all orders any clauses which do not comply.
- All advertising is subject to publisher's approval. We reserve the right to refuse copy. Inserts must be approved in advance. Customers who choose not to send a sample in advance will be responsible for any mechanical or postage charges incurred if any requirements are not met.
- Orders accepted at rates prevailing when advertisement is scheduled to appear. Cash discounts are not allowed.
- All payments must be in United States currency.
- Publisher reserves the right to hold an advertiser and its agencies jointly liable for payments due.
- Our liability on any advertisement is limited to the net space cost of that advertisement.
- Agency commission is 15% to recognized advertising agencies supplying print-ready material. Agency commission does not apply to classified advertisements.
- For ads built by publisher, proofs will be returned for approval provided material is received prior to advertising closing date. Advertisement will appear as built without liability unless written revisions are received by closing date.
- Editorial-style copy will be labeled with the word "advertisement."
- No changes or cancellations accepted after closing date.
- Position requests are not binding unless confirmed by us in writing.
- We are not liable for copy that bleeds off the page due to normal binding and trimming.
- Advertising material will be discarded one year from last date of insertion.
- Non-compete policy: Farm Progress reserves the right to withhold services from any company it determines to be a direct competitor. This policy generally applies to companies who offer print and/or digital advertising, direct marketing, and/or trade shows within the same agricultural markets served by Farm Progress.
- Discounts are based on gross dollar volume for space and color during a specified 12-month period for any corporation and its wholly-owned subsidiaries. Any discount adjustments, up or down, will be made at the end of the contract year based on actual dollar volume. Dollar-volume discounts are based on gross expenditures and paid on net dollars.