



# Official Program

The Official Program of the 2017 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 2017 New York Farm Show.

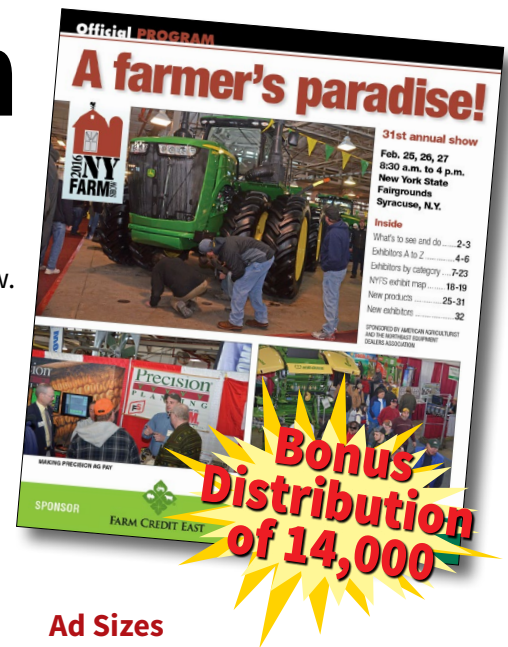
Support your show presence by showcasing your exhibit with an ad in this important issue.

**Issue Date:** February 2017

**Closing Date:** January 3, 2017

**Material Due Date:** January 9, 2017

2017 New York Farm Show  
February 23, 24 & 25, 2017  
Syracuse, New York



## Display Net Advertising Rates

	B/W	2/C	4/C
Full Page •	\$2,725	\$3,355	\$3,785
3/4 Page •	2,620	3,020	3,420
Junior Page •	2,275	2,765	2,805

• Spreads also available — Contact your Farm Progress sales representative

Send orders & materials to: [display.orders@penton.com](mailto:display.orders@penton.com)

## Marketplace Net Advertising Rates

	B/W	2/C	4/C
1/2 Page +	\$1,460	NA	\$1,800
1/3 Page +	1,170	NA	1,440
Bottom Banner +	1,020	NA	1,340
1/4 Page +	730	NA	1,050
1/6 Page	605	NA	935
1/8 Page	450	NA	780
1/12 Page	340	NA	665
1/16 Page	230	NA	535
Business ad	180	NA	NA

+ Upgrade to Display placement, add \$230

Send orders & materials to: [market.orders@penton.com](mailto:market.orders@penton.com)

Contact for more information:

## Ad Sizes

Publication Trim Size: 10.25" x 12"



**Full Page**

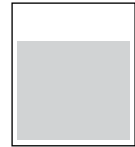
10.25" x 12"

10.5" x 12.25" bleed



**Junior Page**

7" x 8.25"



**3/4 Page Horizontal**

9.5" x 8.25"



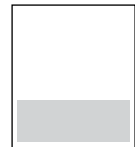
**1/2 Page Horizontal**

9.5" x 5.5"



**1/4 Page**

4.625" x 5.5"



**1/3 Page Horizontal**

9.5" x 3.5"



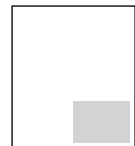
**1/3 Page Vertical**

4.625" x 7.25"



**Banner**

9.5" x 2.75"



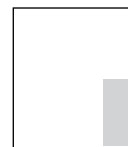
**1/6 Page Horizontal**

4.625" x 3.5"



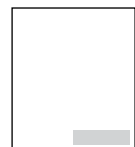
**1/8 Page Horizontal**

4.625" x 2.625"



**1/8 Page Vertical**

2.25" x 5.5"



**1/16 Page Horizontal**

4.625" x 1.25"



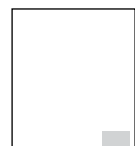
**1/16 Page Vertical**

2.25" x 2.625"



**1/12 Page Horizontal**

2.25" x 3.5"



**Directory Ad**

2.25" x 1.5"

# Print Mechanicals, General Policies

## 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: Penton Agriculture 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 Penton Agriculture.
- ▶ 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.

## ORDERS, CONTRACTS AND AD MATERIALS

Please email all ad contracts, insertion orders and ad materials as follows:

**Display orders:** [display.orders@penton.com](mailto:display.orders@penton.com)

**Marketplace orders:** [market.orders@penton.com](mailto:market.orders@penton.com)

### SUBMITTING ELECTRONIC FILES FOR PRINT AD MATERIALS

The preferred method of receiving files is through the updated Penton Agriculture 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://penton.sendmyad.com>.

The preferred file format for delivery is PDF/X-1a, for ease of creating PDF's the Penton Agriculture PDF Export settings file for InDesign and Acrobat can be downloaded at <http://penton.com/sma/pentonpdfexport.zip>

For best results, please refer to the following support documents when creating your ad:

- ▶ Ad sizes and templates; FAQs; and how-to videos: <https://penton.sendmyad.com>; click Dashboard.
- ▶ Learn to set trim and bleed: <http://www.penton.com/sma/pgtrim.pdf>
- ▶ How to upload, reposition and approve an ad: <https://www.youtube.com/watch?v=04wqyUjoynU>.

**If you cannot use the SendMyAd service, a CD-ROM with ad materials or color proofs is acceptable.**

#### Send to:

New York Farm Show Production Assistant  
255 38th Avenue, Suite P  
St. Charles, IL 60174-5410  
Voice 630-524-4556

## MECHANICAL REQUIREMENTS

- ▶ The preferred method of receiving files is through our **SendMyAd** service, full instructions are noted above.
- ▶ 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 photo scans 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@penton.com](mailto:jim.heffron@penton.com).

**ELECTRONIC AD MATERIALS ARE PREFERRED. COMPATIBLE FILE FORMATS FOLLOW.**

### PREFERRED FORMAT

Acrobat PDF*	Comments
PDF/X-1a	Version 1.3

### OTHER FORMATS

<b>Page Layout Program</b> Adobe InDesign	Use extension .INDD, Package for Output.
<b>Photo File Formats</b> TIFF Photoshop EPS	Use CMYK, Grayscale, or Bitmap. No RGB. Use ASCII Encoding, 8-Bit TIFF Preview.

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