

## 2009 SHOW PROGRAM ADVERTISING

### Why advertise in the Official Show Program?

- Direct-mailed and handed-out to 35,000 producers
- Drive exhibitors and attendees directly to your space
- Increased readership, as a stand alone, self-mailer
- More impact, 154,000 impressions
- Cost-effective rates
- Announce “Dakotafest Specials” in your ad and in your booth

The Dakotafest Official Show Program is direct-mailed and handed-out to 35,000 producers prior to the event. Additional show programs will be distributed at the show.

### Advertising Rates

Trim Size: 7.875" w x 10.75" h

Live Area: 7" w x 9.375" h

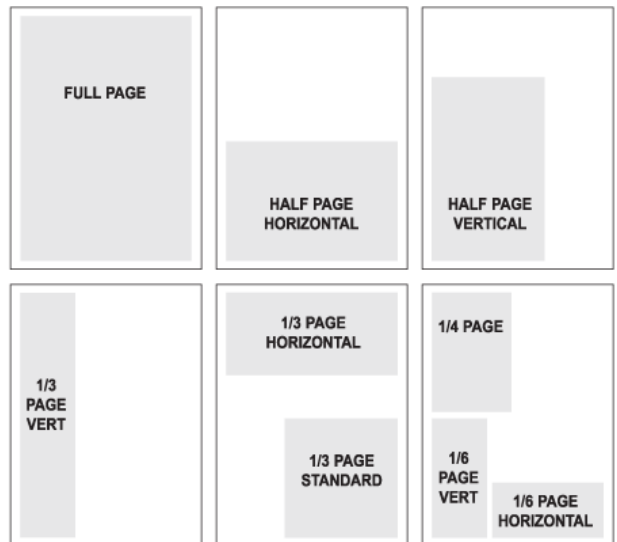
Bleed: 8.125" w x 11" h

<u>PLACEMENT</u>	<u>DIMENSIONS</u>	<u>RATE</u>
Back Cover	8.125" w x 11" h	\$3,000
<b>SOLD</b> <del>Inside Front Cover</del>	<del>8.125" w x 11" h</del>	<del>\$2,500</del>
Inside Back Cover	8.125" w x 11" h	\$2,500
Full Page	8.125" w x 11" h	\$1,750
1/2 Page (horizontal)	7" w x 4.625" h	\$1,150
1/2 Page (vertical)	4.625" w x 7" h	\$1,150
1/3 Page (horizontal)	7" w x 3" h	\$ 950
1/3 Page (vertical)	2.25" w x 9.375" h	\$ 950
1/3 Page (standard)	4.625" w x 4.625" h	\$ 950
1/4 Page	3.5" w x 4.625" h	\$ 725
1/6 Page (vertical)	2.25" w x 4.625" h	\$ 600
1/6 Page (horizontal)	4.625" w x 2.25" w	\$ 600

All Dakotafest ads will be charged a 4% South Dakota sales tax in addition to advertising rates.

### **No additional charge for color**

All rates are net (no agency commission). Run the same ad in both the Farmfest and Dakotafest show programs and receive **10% off** your total invoice!



**Ad deadline: Friday, May 29, 2009**

***Publication date is June 2009. Space is limited!***

**Contact Katie Kaehler today to reserve your space,  
800.827.8007 x 3383; kkaehler@farmshows.com**



# 2009 SHOW PROGRAM ADVERTISING ORDER FORM

## Dakotafest Show Program Advertising Order Form

Instructions: To place an order for advertising in the Dakotafest Official Show Program(s), simply complete this form and return it to Katie Kaehler.

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please check the ad size your company is interested in purchasing.  
There is no additional charge for color.**

<b>Farmfest Rates</b>		<b>Dakotafest Rates</b>	
<u>PLACEMENT</u>	<u>RATE</u>	<u>PLACEMENT</u>	<u>RATE</u>
<del><input checked="" type="checkbox"/> Back Cover</del>	<del>\$0,500</del>	<input type="checkbox"/> Back Cover	\$3,000 (+ 4% sales tax) = \$3,120
<del><input type="checkbox"/> Inside Front Cover</del>	<del>\$3,000</del>	<del><input type="checkbox"/> Inside Front Cover</del>	<del>\$2,500 (+ 4% sales tax) = \$2,600</del>
<input type="checkbox"/> Inside Back Cover	\$3,000	<input type="checkbox"/> Inside Back Cover	\$2,500 (+4% sales tax) = \$2,600
<input type="checkbox"/> Full Page	\$2,150	<input type="checkbox"/> Full Page	\$1,750 (+4% sales tax) = \$1,820
<input type="checkbox"/> 1/2 Page Horizontal	\$1,450	<input type="checkbox"/> 1/2 Page Horizontal	\$1,150 (+4% sales tax) = \$1,196
<input type="checkbox"/> 1/2 Page Vertical	\$1,450	<input type="checkbox"/> 1/2 Page Vertical	\$ 1,150 (+4% sales tax) = \$1,196
<input type="checkbox"/> 1/3 Page Horizontal	\$1,150	<input type="checkbox"/> 1/3 Page Horizontal	\$ 950 (+4% sales tax) = \$ 988
<input type="checkbox"/> 1/3 Page Vertical	\$1,150	<input type="checkbox"/> 1/3 Page Vertical	\$ 950 (+4% sales tax) = \$ 988
<input type="checkbox"/> 1/3 Page Standard	\$ 1,150	<input type="checkbox"/> 1/3 Page Standard	\$ 950 (+4% sales tax) = \$ 988
<input type="checkbox"/> 1/4 Page	\$ 850	<input type="checkbox"/> 1/4 Page	\$ 725 (+4% sales tax) = \$ 754
<input type="checkbox"/> 1/6 Page Vertical	\$ 650	<input type="checkbox"/> 1/6 Page Vertical	\$ 600 (+4% sales tax) = \$ 624
<input type="checkbox"/> 1/6 Page Horizontal	\$ 650	<input type="checkbox"/> 1/6 Page Horizontal	\$ 600 (+4% sales tax) = \$ 624

**Placement Request** \_\_\_\_\_

Ex. Right hand page, near forum schedule, etc.

**Run the same ad in both show programs and receive 10% off your total invoice! All rates are net (no agency commission).**

Total amount due: \$ \_\_\_\_\_

**Payment:** \_\_\_\_\_ **Payment Method:**  VISA  Master  AMEX  Check  Bill me

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Fax CC Payments to:** 952.894.8252

**Mail Checks to:** Cygnus Expositions- MN  
Box 684080  
Milwaukee, WI 53268

(Make checks payable to Cygnus Expositions)



## 2009 SHOW PROGRAM ADVERTISING SPECS

### CREATING YOUR ARTWORK

**FORMAT:** Cygnus operates under the PC platform. Ad files are preferred in Press Quality PDF format (all fonts must be embedded and files must be built to the correct size). We can also accept PC format files created in Quark Xpress or InDesign (All imported graphics and fonts must be included) Adobe Illustrator (all fonts must be outlined), or Adobe Photoshop (CMYK or greyscale color mode, no less than 300 dpi). Files created in any other format will need to be recreated by Cygnus; production charges will apply.

**IMAGES:** All images supplied must be high resolution EPS, TIFF, or JPG files (no less than 300 dpi) in CMYK color or b&w. JPEG files and GIF files downloaded from websites are not acceptable for print and cannot be used. Cygnus Expositions is not responsible for the print quality of graphics that do not meet these requirements.

### SENDING YOUR ARTWORK

**EMAIL:** **Maximum file size for each email is 2MB.** Files larger in size must be sent on disk or via the FTP site. In the subject line of your email, please identify your company name and the program for which your files are being sent. Email files under 2MB in size to: **[kkaehler@farmshows.com](mailto:kkaehler@farmshows.com)**

**DISK:** CD-ROM or DVD (hard copy proof must be included).

**Please contact Katie Kaehler with any questions  
800.827.8007 x.3383 or [kkaehler@farmshows.com](mailto:kkaehler@farmshows.com)**