



2012-13 DIRECTORY ADVERTISING CONTRACT

AD SIZES/PLACEMENT AND PRICING

Cover Ads - \$500

Full page - Full Color
(outside front, inside front, inside back,
outside back; previous year's cover
advertisers have first right of refusal)

Interior Color Ads - \$450

Full page - Full Color
(limited number of centerfold ads and
additional color ads; previous year's color
advertisers have first right of refusal)

Interior B/W Ads

- Full page - \$325
- Half page - \$225
- Quarter page - \$185

AD SPECS AND DETAILS

Ad Specs -

- Camera-ready ad copy required (pdf, jpeg, tif, eps). No photocopies will be accepted. All typesetting, reductions, or enlargements will be charged to advertiser at design rate (\$50 per hour).
- Front Cover Ad - full-color; full bleed (.125); trim size - 5.5w x 6.375h
- All other color ads - full-color; full bleed (.125); trim size - 5.5w x 8.5h
- Black/White Ads (no bleed) -
 - Full-page: 5.25w x 8.25h
 - Half-page: 5.25w x 4h
 - Quarter page: business-card size (3.5w x 2h or 2w x 3.5w)

Additional Advertiser Information -

- Black/white ads will be placed strategically according to layout needs throughout the directory
- Ad copy deadline: April 15, 2012
- Ad fee payable at time of contract signature
- No refunds for cancellations
- All advertisers receive one complimentary listing in our Buyer's Guide section; category selection shown below; additional listing is \$10 per listing

CONTACT AND PAYMENT INFORMATION

Ad Contact Information - Contact Person _____
Phone _____ Email _____

- Will provide camera-ready ad copy Will need design and/or revision assistance for our ad copy (billed at \$50 per hour)

Buyer's Guide Information - Company/Organization _____

Contact Person _____ Mailing/Street Address _____

City/State/Zip _____ Phone _____

Email _____ Website _____

Category (one complimentary listing; additional listings - \$10 each):

- Buildings Chemicals, Fertilizer, Conditioners Equipment Farm Supplies
 Hay Brokers Laboratory Seed Services Trucking Other

Payment Information - Total Due (ad fee plus additional listings): \$ _____

- Check (payable to IHFA) Credit Card  Exp Date _____ Security Code _____

Credit Card No. _____

Authorizing Signature _____

Complete form and return with payment to:

Idaho Hay & Forage Association 55 SW 5th Ave, Suite 100 Meridian, ID 83642
ph: 208.888.0988 fx 208.888.4586 dee@eadesignandservices.com

OFFICE USE ONLY

Date _____

Amt _____

Check # _____