



# IDAHO HAY AND FORAGE ASSOCIATION, INC.

## 2010-11 Directory Advertising Contract

**FULL PAGE**  
7 5/8 x 4 3/4

**HALF PAGE**  
3 3/4 x 4 3/4

**QUARTER PAGE**  
3 3/4 x 2 1/4

**COVER AD\*** (outside front, inside front, inside back, outside back) - previous year's advertisers have first right of refusal)

Full page-full color: \$500

**CENTERFOLD AD** (eight available) - previous year's advertisers have first right of refusal

Full page-full color: \$450

**DIRECTORY AD** (Black & White ads only) - placed strategically according to layout needs throughout directory

Full page: \$325

Half page: \$225

Quarter page/business card ad: \$185

\* Front outside cover must also include directory title information, therefore ad measures 6 1/2 x 5 1/4 with bleed

*Camera-ready ad copy required. No photocopies will be accepted. Please send electronically. All typesetting, screens, reductions or enlargements will be charged to advertiser at current printer rates.*

**BUYER'S GUIDE:** Advertisers will also receive one complimentary 4-line listing in our Buyer's Guide section. For listings under other categories, each additional listing will be added at the cost of \$10 per additional listing. Please mark the category (categories) under which you choose to be included:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Buildings                   | <input type="checkbox"/> Chemicals, Fertilizer, Conditioners | <input type="checkbox"/> Seed          |
| <input type="checkbox"/> Hay Brokers, Labs, Trucking | <input type="checkbox"/> Equipment                           | <input type="checkbox"/> Farm Supplies |
| <input type="checkbox"/> Services                    | <input type="checkbox"/> Other                               |  |

Total Listings \_\_\_\_\_

Date \_\_\_\_\_ Contact Person \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

**Please mark one only:**

We will provide camera-ready ad copy (jpeg, tif, pdf formats); or,

We will need design and/or revision assistance from the IHFA staff for our ad copy (\$50 per hour)

### PAYMENT WORKSHEET

Ad Price \$ \_\_\_\_\_

Add'l Buyer's Guide Listings \$ \_\_\_\_\_  
*\$10 each after complimentary listing*

Total Due Now \$ \_\_\_\_\_

*Design and ad copy services will be billed and due prior to printing of directory*

**Payable at time of signing contract.**

**No refunds for cancellations.**

**Ad copy deadline: April 9, 2010**

**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@amgidaho.com