



2018-19 DIRECTORY ADVERTISING CONTRACT

AD SIZES / PLACEMENT AND PRICING

Cover Ads - \$600

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 - \$500

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

Interior B/W Ads

- Full page - \$375
- Half Page - \$275
- Quarter Page - \$235

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 - 5.5"w x 6.375"h
- All other full-page ads - full-color or black/white (all cover ads must be full-color); full bleed (.125"); trim size - 5.5"w x 8.5"h
- Black/White Partial Page Ads (no bleed)
 - Half-page: 5.25"w x 4"h
 - Quarter-page: Business Card Size (3.5"w x 2"h or 2"w x 3.5"h)

Additional Advertiser Info

- Black/white ads will be placed strategically according to layout needs throughout the directory
- Ad copy deadline: **Prior to May 11th**
- 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 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 (*Visa, MC, Discover, AmEx accepted*) Exp. Date _____ Security Code _____

Name on Card _____

Card No. _____

Complete form and return with payment by May 11th to:

Idaho Hay & Forage Association / 55 SW 5th Avenue, Suite 100 / Meridian, ID 83642
ph: 208-888-0988 / fx: 208-888-4586 / dee.eadesign@gmail.com

OFFICE USE ONLY

Date _____

Amt _____

Check # _____