



2019-20 DIRECTORY ADVERTISING CONTRACT

AD SIZES / PLACEMENT & PRICING

* Cover Ads - \$700
Full page - Full Color
(outside front / outside back)

Interior Color Ads - \$500
Full page - Full Color
(limited centerfold/additional color ads)

Interior B/W Ads
 Full page - \$375
 Half Page - \$275
 Quarter Page - \$235

* Inside Cover Ads - \$600
Full page - Full Color
(inside front / inside back)

* **Cover Ads Lottery** will take place for those organizations who complete the opt-in form (reverse side). Must have been directory advertisers and Associate Members in good standing with IHFA for at least the past 3 years.

AD SPECS & DETAILS

Ad Specs

- Camera-ready ad copy required (PDF, JPG, TIF, EPS). No photocopies accepted. Typesetting, reductions, or enlargements charged to advertiser at design rate (\$50/hr).
- 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

- B/W ads placed strategically according to layout needs throughout directory
- Ad copy deadline: **Prior to May 10th**
- 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 & 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 10th 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 # _____

COVER ADS LOTTERY

2019-20 Idaho Hay Directory



Please enter our organization into the cover ad lottery. Please include us in the drawings for the following ad locations:

- Front cover
- Inside front cover
- Inside back cover
- Back cover

Organization Name

Contact Name

Email

Phone