



# 2022-23 DIRECTORY ADVERTISING CONTRACT

## AD SIZES / PLACEMENT & PRICING

\* Cover Ads - \$1,000  
Full page - Full Color  
(outside front / outside back)

Interior Color Ads - \$700  
Full page - Full Color  
(limited centerfold/additional color ads)

Interior B/W Ads  
 Full page - \$500  
 Half Page - \$350  
 Quarter Page - \$275

\* Inside Cover Ads - \$800  
Full page - Full Color  
(inside front / inside back)

\* **Cover Ads Lottery** will take place for organizations who complete the opt-in form (**reverse side**). Organization must be directory advertiser and Associate Member in good standing with IHFA for at least the past three 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 April 15th**
- 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  Tarping & Storage  
 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)

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

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

**Complete form and return with payment by April 15th 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 (208-830-1476)

### OFFICE USE

Date \_\_\_\_\_

Ck # \_\_\_\_\_

Amount \$ \_\_\_\_\_

GL  Mem

# COVER ADS LOTTERY

## 2022-23 IDAHO HAY DIRECTORY



Please enter our organization into the Cover Ads Lottery. Please include us in the drawing(s) for the following ad location(s):

- Front Cover
- Inside Front Cover
- Inside Back Cover
- Back Cover

Organization Name \_\_\_\_\_

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

Email \_\_\_\_\_

Phone \_\_\_\_\_