



# 2017 National Farm Machinery Show – February 15-18, 2017

## Championship Tractor Pull LED Boards in Freedom Hall

### Advertising Agreement

#### MECHANICAL SPECIFICATIONS

AD TYPE	DIMENSIONS	COLOR MODE	RESOLUTION	FORMAT
Side Balcony LED Still Graphic	272 px x 64 px	RGB	300 dpi	JPEG, BMP or GIF
End Zone LED Still Graphic	352 px x 112 px	RGB	300 dpi	JPEG, BMP or GIF

#### AD SPACE RATES

AD TYPE	*RATE	**COMBO DEAL
Side Balcony and End Zone LED Still Graphic	\$1,100	\$1,900

*\*DISCOUNTS: National Farm Machinery Show EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed. \*\*COMBO DEAL: Includes LED advertisement and full page, 4-color print advertisement in Championship Tractor Pull Souvenir Program. Add \$100 for inside front or back cover.*

**RATES:** All rates are net. Pricing is based on a completed ad that is supplied to the National Farm Machinery Show via e-mail. See “Additional Charges” (listed below) for other fees that may apply.

**SUBMISSION:** ALL ADS MUST BE PROVIDED DIGITALLY.

**ADDITIONAL CHARGES:** Set-up charges will be added to any ad requiring typesetting, layout or design: \$100 for each still graphic. These same set-up charges will also be billed for *any* advertiser-initiated revisions, or for any revisions needed to correct improperly supplied art.

**DEADLINES:** **January 24, 2017** Deadline for advertising materials requiring any set-up or revisions.  
**February 1, 2017** Deadline for camera-ready art (no proof provided).

**PAYMENT:** Ad Type: Side Balcony and End Zone Cost \$ \_\_\_\_\_  
 Additional Charges: Set-up + \$ \_\_\_\_\_ (if applicable)  
 Exhibitor (10%) or Sponsor (25%) Discount – \$ \_\_\_\_\_ (if applicable)  
**TOTAL \$ \_\_\_\_\_**

**FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.**  
[CLICK HERE](#) TO GO TO THE PAYMENT PORTAL.

#### PLEASE PRINT AND COMPLETE IN FULL:

Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**(SIGNATURE AND DATE REQUIRED FOR CONTRACT TO BE CONSIDERED VALID.)**

The National Farm Machinery Show reserves the right to reject any ad which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be promptly notified.

**Please send original copy of this agreement along with advertising materials to:**

Edward Browne / Championship Tractor Pull – Communications Department / P.O. Box 37130 / Louisville, KY 40233-7130  
 Street address: 937 Phillips Lane, Louisville, KY 40209 Phone: (502) 367-5184 Fax: (502) 367-5189  
 E-mail: [EBrowne@ksfb.ky.gov](mailto:EBrowne@ksfb.ky.gov) Internet address: [www.farmmachineryshow.org](http://www.farmmachineryshow.org)