52nd Annual Event • Effective Reach with the Show Guide

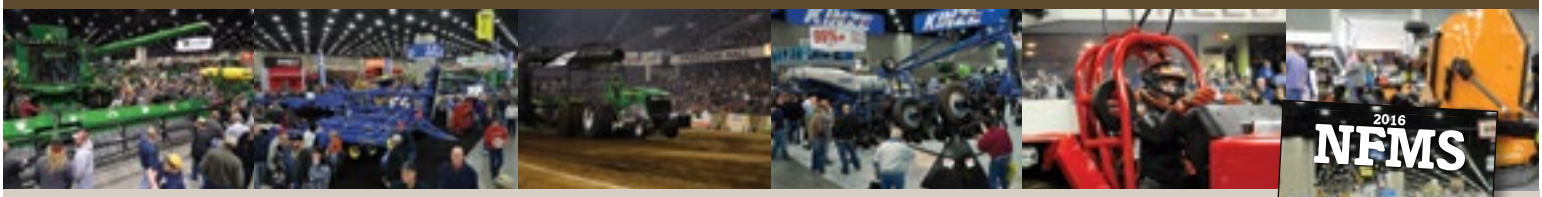
February 15 - 17, 2017 • Louisville, Kentucky

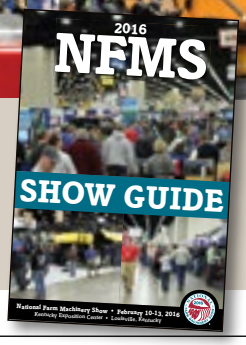
OFFICIAL 2017 SHOW GUIDE RATE CARD

MAXIMIZE YOUR NATIONAL FARM MACHINERY SHOW EXHIBIT

Contact your Penton Agriculture sales representative today to schedule your show exhibit promotion!

Official Show Program • Pre-show Promotion eNewsletters
Mobile App Promotion Opportunities • Video Promotion • List Rental





— OFFICIAL SHOW GUIDE —

Close Date: 12/15/2016 - *Special Discounts when you order before 12/2/2016!*

✔ Printed and distributed free at all parking lot and building entrances at the National Farm Machinery Show
✔ Reach more than 300,000 show visitors - your potential customers attending the show
✔ **Distribution:** 53,000

Ad Size	B & W	*2-Color	4-Color
Full page	$4,840	$5,310	$6,435
2/3 page	3,680	4,170	$5,290
1/2 page Island	3,435	3,980	5,065
1/3 page	2,015	2,475	3,575
1/4 page	1,480	1,905	3,040
1/6 page	920	1,455	2,545
1/8 page	725	1,185	2,345
1/12 page	485	965	2,105
Column Inch	215	675	1,860
Back Cover	-	-	7,140
Inside Front Cover	-	-	6,860

* 2-color ads are black plus one additional standard color. Standard second colors: red, blue, green or yellow.

Bonuses

✔ **FREE!** All Full Page Official Show Guide advertisers receive a FREE product listing ad in a pre-show ***Smart Buyer's Express*** eNewsletter. Limited placements available.

✔ **50% OFF!** Receive 50% off one product listing ad in a pre-show ***Smart Buyer's Express*** eNewsletter with your 1/4 Page or larger ad in the Official Show Guide.

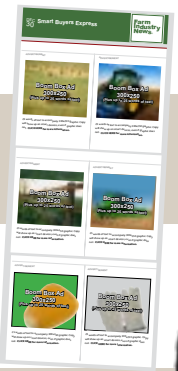
✔ **FREE LISTING UPGRADE!** All Show Guide advertisers get a FREE color, boldface listing - including your address and phone number - in the Exhibitor Directory. ***Only Show Guide advertisers*** get the FREE special color listing!

✔ **DISCOUNT**! Reserve your Official Show Guide ad by 12/2/16 and receive a 5% discount!

✔ **UP TO 25% DISCOUNT!** Place your Show Guide ad **and** advertise in *Farm Industry News* magazine — you get even greater savings on your Show Guide ad! See chart below:

Advertise in Farm Industry News	Show Guide Ad Discount		Order Before 12/5/16
Jan. 2017 issue	10%	+	5%
Jan. & Feb. 2017 issues	15%	+	5%
Jan., Feb. & Mar. 2017 issues	20%	+	5%

OFFICIAL NFMS SHOW GUIDE Published by Farm Industry News®



Smart Buyers Express eNewsletters - Product Listing Ads - Pre-show Promotion

6 editions: Jan. 6, 13, 20, 27, Feb. 3 and 10

Opt-in Subscribers: 29,500 Rate per edition: $440

Order and Material needed one week prior to edition date. Your ad includes —

✔ 300 w x 250 h image + 25 words of text describing your product or service. Image should be JPG or GIF (72 dpi).
✔ Supply your full product name.
✔ Supply your website URL for direct click-through traffic to your website.

Shoot Live Video at the Show

✔ Single camera 3-minute product videos produced by FIN-TV.
✔ Video editing and posting in the sponsored video section of FarmIndustryNews.com
✔ You own the video and use rights. It's a great tool for your website and sales team!
✔ **Contact your Penton Agriculture sales rep for pricing and details.**

NFMS App - Promotion During the Show

✔ Maximize your show traffic - integrate your print and digital. promotion with an interactive listing in the handy NFMS mobile app.
✔ Reach thousands of your prime customers during the show.
✔ Instant contact, brochures, video, push messages - many options.
✔ **Contact your Penton Agriculture sales rep for pricing and details.**

PENTON AGRICULTURE 7900 International Drive, Ste 650 Minneapolis, MN 55425 (952) 851-4698 FarmIndustryNews.com PentonAgriculture.com

52nd Annual Event

February 15 - 17, 2017 • Louisville, Kentucky

OFFICIAL 2017 SHOW GUIDE & EXHIBIT PROMOTION

MAXIMIZE YOUR NATIONAL FARM MACHINERY SHOW EXHIBIT!

Farm Industry News®

Your complete pre-event promotion source:

• Official Show Program • Pre-show Promotion eNewsletters

• Mobile App Promotion Opportunities • Video Promotion • List Rental and Mailing Services

FARM INDUSTRY NEWS

produces the

National Farm Machinery Show

- **Official Show Guide**
- **Mobile Show App**
- **Smart Buyers Guide eNewsletters**

Contact your Penton Agriculture sales representative for details and to schedule your promotion plans today!

Is your company a NEW National Farm Machinery Show exhibitor?

If yes, please contact —

Cindy Kramer, Advertising Assistant

(952) 851-4698 • cindy.kramer@penton.com

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents of subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within, any publication page that in the Publisher's sole judgment too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any of Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specification to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Penton will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertised space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.

DEFINITIONS: As used in this section and this rate card the term "Publisher" shall refer to Penton.

COVER POSITIONS: (See published rates.) Can be cancelled only on a written 60-day notice prior to closing dates.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost.

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by Publisher. Positions are subjected to availability and color capability.

LATE COPY POLICY: Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.