

53rd Annual Event • Effective Reach Before and During the Show!

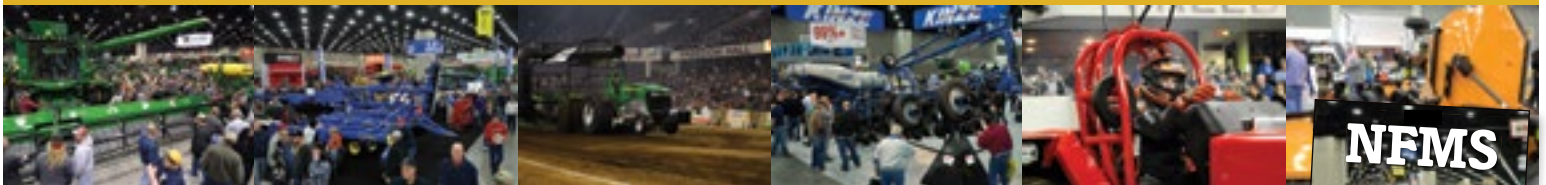
February 14 - 17, 2018 • Louisville, Kentucky



OFFICIAL 2018 SHOW PROGRAM • RATE CARD

BUILD YOUR EXHIBIT TRAFFIC!

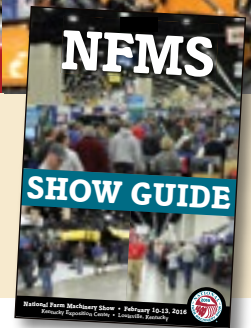
- Official Show Program • Pre-show Promotion eNewsletters
- Mobile App Sponsorships • Social Media Promotion • Mail List Rental



— OFFICIAL SHOW GUIDE —

Close Date: 12/20/2017 - Special Discounts when you order before 12/8/2017!

- ✓ 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	\$5,080	\$5,580	\$6,755
2/3 Page	3,865	4,380	5,555
1/2 Page - island, horiz., vert.	3,610	4,180	5,315
1/3 Page - horiz., vert.	2,115	2,600	3,755
1/4 Page - horiz., vert.	1,555	2,000	3,190
1/6 Page - horiz., vert.	965	1,530	2,670
1/8 Page	760	1,240	2,460
1/12 Page	510	1,010	2,210
Column Inch	225	705	1,955
Back Cover	-	-	7,495
Inside Front Cover	-	-	7,200

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

Bonuses

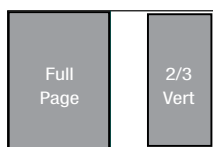
- ✓ **FREE!** All Full Page Official Show Guide **advertisers receive a FREE product listing** ad in a pre-show Smart Buyer's Express eNewsletter. Limited placements available.
- ✓ **50% OFF!** Receive 50% off one ad in a pre-show **NFMS Smart Buyer's Express Official eNewsletter** with your 1/4 Page 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 12/8/17 and receive a 5% discount!

Contact your Farm Progress sales representative today to schedule your show exhibit promotion!

Ad Sizes

Publication Trim

7.5" x 10.5"



Full Page

Live Area 6.5" x 9.5"
Trim 7.5" x 10.5"
Bleed 7.75" x 10.75"

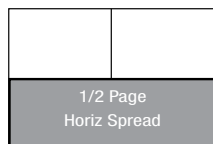
2/3 Page

Vertical 4.25" x 9.25"



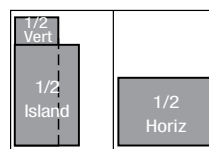
Full Page Spread

Live Area 14" x 9.5" - Trim 15" x 10.5"
Bleed 15.25" x 10.75"



1/2 Page Horizontal Spread

Non Bleed Ad 14" x 4.5"
Bleed Ad, Live Area 14.25" x 4.5"
Bleed 15.25" x 5.25"



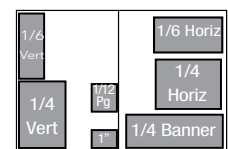
1/2 Page

Island 4.25" x 7"
Vertical 3.125" x 9.25"
Horizontal 6.5" x 4.5"



1/3 Page

Vertical 2" x 9.25"
Horizontal 4.25" x 4.5"



1/4 Page

Vertical 3.125" x 4.5"
Horizontal 4.25" x 3.25"
Banner 6.5" x 2.25"

1/6 Page

Vertical 2" x 4.5"
Horizontal 4.25" x 2.25"
1/8 Page - 2" x 3.25"

1/12 Page - 2" x 2.25"

Column Inch - 2" x 1"

53rd Annual Event • Effective Reach Before and During the Show!



Use our extensive **National Farm Machinery Show** promotional opportunities to promote your exhibit and products —

- Official Show Guide • Mobile Show App
- Facebook Live • TV/Video PR Segment
- NFMS Smart Buyers Guide eNewsletters • Mail List Rental

Contact your Farm Progress sales representative for details and to schedule your promotion plans today!

NFMS Smart Buyers Express Official eNewsletters - Product Listing Ads

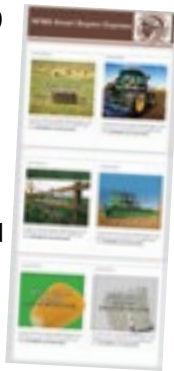
6 editions: Jan. 5, 12, 19, 26, Feb. 2 and 9

Opt-in Subscribers: 29,500

Rate per edition: \$440

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

- ✓ 300 wide x 250 high image + 25 words of text describing your product or service. Image should be JPG or GIF (72 dpi), 50k maximum file size.
- ✓ Supply your full product name and your website URL for direct click-through traffic to your website.



NFMS Mobile App

- ✓ Reach thousands of your prime customers **during the show**.
- ✓ Instant contact, brochures, video, push messages during the show — many options.
- ✓ **3 value packages** available with **deep discounts** when you also run a print ad!
- ✓ Get full details and pricing from your Farm Progress sales rep.



Paid Social Media and TV/Video Promotion Opportunities at the Show



Facebook Live

- ✓ 6-10 minute segment created during the show from a Farm Progress brand.
- ✓ Tagged to client's Facebook page.
- ✓ Hosted by Willie Vogt or Max Armstrong.
- ✓ Contact your Farm Progress sales rep for pricing and availability.



This Week In Agribusiness PR Segment, 3-4 Minutes

- ✓ Featured on RFD-TV and 115 affiliates during the TWIA program.
- ✓ Copy of your segment provided to customer.
- ✓ Hosted by Max Armstrong.
- ✓ Contact your Farm Progress sales rep for pricing and availability.

Mail List Rental

- ✓ Our list is audited and verified for optimum deliverability. Ask your Farm Progress sales rep about our very affordable rates.

Is your company a NEW National Farm Machinery Show exhibitor?

If yes, please contact — Cindy Kramer, Advertising Assistant
(952) 851-4698 • cindy.kramer@farmprogress.com

All General Rate Policies, Terms and Contract Regulations as published within the **Farm Futures** Commercial Rate Card apply.

FARM PROGRESS 255 38th Avenue, Suite P St. Charles, IL 60174 (630) 524-4723 Marketing.FarmProgress.com