

# 2019 AAI Membership Directory Advertiser Information

## Reserve your advertisement space today!

### How to Advertise in the 2019 Directory:

1. Complete the advertising contract. Select your business categories for your buyer's guide listing (additional listings are only \$5 each).
2. Sign the contract page.
3. Return completed contract/buyers guide by mail, email or fax to the AAI office by deadline (see below for deadline details).
4. New ads or revised ads need to have art submitted to communication@agribiz.org by March 15, 2019.

NO NEED TO SEND PAYMENT NOW!! You will be invoiced for your ad and any extra directories requested after the directory has been printed.

#### Please send contract & buyer's guide listing to:

Email: communication@agribiz.org

Mail: Agribusiness Association of Iowa  
Attn: Rose Ayers  
900 Des Moines Street  
Des Moines, IA 50309

Fax: 515-262-8960

**Note:** All cover advertisers have the right to reserve the previous year's space until November 30, 2018. All premium tab positions have until January 31, 2019, after which positions will be assigned on a first come, first serve basis. Assignments are made according to the date contracts are received. If you have different needs, other than those provided, you need to contact the AAI office promptly. Positions cannot be guaranteed, but we will try to meet your request whenever possible.

### Ways to Save on My Ad:

#### Become an AAI Member!

1. Advertisers that are AAI members receive discounts on advertising and many other products and services. See all member pricing on page 4.
2. Submit your membership application by February 1, 2019 and we'll place your ad for the member rate! Call Reilly Vaughan at the AAI office at 515-262-8323 for membership information.

### Membership Directory Deadlines:

<b>Cover Position Reservations</b>	November 30, 2018
<b>Premium or Tab Contracts</b>	January 31, 2019
<b>All Other Ad Contracts</b>	February 28, 2019
<b>New or Revised Ad Art</b>	March 15, 2019

All contracts must be returned to communication@agribiz.org by February 28, 2019 to have space reserved for them in the 2019 edition.

### Advertisement Specifications:

The following is what we will require from your company to advertise. Please read carefully. If you have questions please call the AAI office.

#### Directory Printing & Trim Size:

Offset print, spiral bound (1/2" gutter for punch), 1/4" page margins, & trimmed page size of 6 1/8" x 8 1/2"

#### Ad Art Sizes:

**Back & Inside Covers**      **6 1/8" W x 8 1/2" H**  
(final ad size with .25" additional bleed = 6 3/8" w x 8 3/4" h, final trim size 6 1/8" w x 8 1/2" h, leave 1/2" space in art for binding - do not include copy in this area, includes 4-color)

**Tabbed Inserts**      **4 3/4" W x 8" H**  
(size includes 1/4" margins and 1/2" gutter for spiral binding)

**Full Page**      **4 3/4" W x 7 3/4" H**  
(size includes 1/4" margins and 1/2" gutter for binding & page #)

**1/2 Page**      **4 1/2" W x 3 3/4" H**

**1/4 Page**      **4 1/2" W x 2" H**

**Stacked Business Card**      **2 3/8" W x 2 3/4" H**

**Business Card**      **2 3/8" W x 1 3/8" H**

#### Black & White Ad Specification:

- B&W is available on internal ads ONLY.
- Submit ALL ads electronically.
- ALL ads within the directory are printed B/W, unless 4-color print is requested.
- All fonts MUST be outlined.
- All graphics MUST be embedded or packaged in ZIP file to ensure proper processing.

#### Color Ad Specification:

- Cover ad & tabbed insert prices includes color.
- All color ads must be CMYK color space.
- Submit ALL ads electronically.
- All fonts MUST be outlined.
- All graphics MUST be embedded or packaged in ZIP file to ensure proper processing.

#### Electronic Art Submission:

- Submit ALL ads in electronic form via email to communication@agribiz.org.
- Do not submit a paper copy or scanned images of your ad via mail or fax as original art, it will not be accepted.
- Accepted file types:  
Finished files from Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or files with the following extensions:  
.pdf, .eps, .ai, .psd, .indd, .tif, or .jpg

# Interior Ad Sizes and Placement Options

Final deadline for all advertiser contracts: February 28, 2019

Thank you for choosing the Agribusiness Association of Iowa Membership Directory.

## Standard Ad Sizes

DOWNLOAD TEMPLATES AT [AGRIBIZ.ORG/ADVERTISING](http://AGRIBIZ.ORG/ADVERTISING)

*ATTENTION: All interior ads will fit within the text area on page. Each interior page has a 1/4" margin around the edges with 1/2" for binding and page number at bottom. For templates please visit [agribiz.org](http://agribiz.org).*

### Full Page (4.75"W x 7.75"H)

Starting at \$400 (\$575 Value)  
Member Rate



### 1/2 Page (4.5"W x 3.75"H)

Starting at \$350  
Member Rate

### 1/4 Page (4.5"W x 2"H)

Starting at \$325  
Member Rate

## How do I choose?

We recommend ad sizes based off what reach you'd like to obtain with an ad:

- 1. Full page ads** will be placed on the adjacent page of the member company listing. If the advertiser is not a member, they will be placed alphabetically in the Members by Company section.
- 2. 1/2 page and 1/4 page ads** will be placed on same page as member listing. If the advertiser is not a member, they will be placed alphabetically in the Members by Company section.
- 3. Business card ads** are placed above member listing. If the advertiser is not a member, ads are placed alphabetically in the Members by Company section. This option is best fitted for AAI member companies that want to 'enhance' their listing at a minimal cost.
- All interior ads will be printed in B/W unless otherwise marked on page 4 section 3.
- Members receive a discount if member dues are received by February 1, 2019.
- Affiliate Members: call Rose for special ad pricing through FEB 1!

### Stacked Business Card (2.375"W x 2.75"H)

Starting at \$275  
Member Rate

### Business Card (2.375"W x 1.375"H)

Starting at \$225  
Member Rate

# Advertising Contract Agreement

Final deadline for all advertiser contracts: February 28, 2019

Company: \_\_\_\_\_

Advertising Agency: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

**Authorized by:** \_\_\_\_\_

2018-2019 AAI Member  Non-Member Company

**Authorized Signature:** \_\_\_\_\_

## Advertising Insertion Request Options:

NOTE: Art must be received no later than March 15, 2019 via email)

- I am requesting A NEW ad for the 2019 edition (Please reserve space and see my selections below)
- REPEAT my 2018 ad
- Repeat 2017 ad WITH REVISIONS (I will email revisions to communications@agribiz.org)
- Please send me membership information immediately!

## Ad Placement Selections:

NOTE: Directory advertisements are for the 2019 year ONLY. New contracts are required each year. Last year's cover advertisers have until November 30, 2018 and premium have until Jan 31, 2019 to renew that position. After these dates, unclaimed positions will be assigned on a first come, first served basis by date of when the original contract was received.

- Same as previous year
- Other location \_\_\_\_\_ (please specify)

### 1) Premium Ads:

**Outside Back Cover Ad (6.125"W x 8.5"H)** *Always printed in color*  
(4-color, website sponsor listing, 3 extra listings & business card ad)

**Inside Cover (6.125"W x 8.5"H)**  Front  Back  
(4-color and website sponsor listing) *Always printed in color*

**Tabbed Insert (4.75"W x 8"H)**  Front  Back  
(4-color and website sponsor listing) *Always printed in color*

### 2) Standard Ads:

**Full Page (4.75"W x 7.75"H)**

**1/2 Page (4.5"W x 3.75"H)**

**1/4 Page (4.5"W x 2"H)**

**Stacked Business Card (2.375"W x 2.75"H)**

**Business Card (2.375"W x 1.375"H)**

### 3) Additional Color Option:

If you need color, please indicate color requirements here:

- Spot color \$50 *(DO NOT select if you are buying*
- 4-color print \$75 *a premium ad - i.e. covers or tabs)*

### 4) Additional Membership Directories:

I would like to purchase \_\_\_\_\_ additional copies of the directory

(As an advertiser you will receive one (1) complimentary directory mailed to the listed contact address)

- Member \$30
- Non-Member \$75

*please continue on next page...*

# Advertising Contract Agreement (cont...)

Final deadline for all advertiser contracts: February 28, 2019

## 5) Buyer's Guide Listing Selections: (First five listings are free - \$5 each additional listing)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accounting Software            | <input type="checkbox"/> Drag Flights & Hanger Bearings  | <input type="checkbox"/> Painting/Coating/Waterproofing |
| <input type="checkbox"/> Adjuvants                      | <input type="checkbox"/> Dust Control Systems            | <input type="checkbox"/> Patron Access                  |
| <input type="checkbox"/> Aeration & Temperature Control | <input type="checkbox"/> Education                       | <input type="checkbox"/> Pension Plans                  |
| <input type="checkbox"/> Aerial Application             | <input type="checkbox"/> Elevator Bolts                  | <input type="checkbox"/> Potash                         |
| <input type="checkbox"/> Agricultural Chemicals         | <input type="checkbox"/> Elevator Cups/Buckets           | <input type="checkbox"/> Precision Ag Equipment         |
| <input type="checkbox"/> Agricultural Farm Products     | <input type="checkbox"/> Elevator Machinery & Equipment  | <input type="checkbox"/> Pumps                          |
| <input type="checkbox"/> Ammonia                        | <input type="checkbox"/> Employee Benefits               | <input type="checkbox"/> Rail Equipment/Service         |
| <input type="checkbox"/> Ammonium Sulfate               | <input type="checkbox"/> Engineering/Consulting Services | <input type="checkbox"/> Regulatory Consulting          |
| <input type="checkbox"/> Appraisals                     | <input type="checkbox"/> Environmental                   | <input type="checkbox"/> Risk Management                |
| <input type="checkbox"/> Associations                   | <input type="checkbox"/> Export                          | <input type="checkbox"/> Roofing                        |
| <input type="checkbox"/> Augers/Conveying Equipment     | <input type="checkbox"/> Facility Design/Engineering     | <input type="checkbox"/> Safety Consulting              |
| <input type="checkbox"/> Bags                           | <input type="checkbox"/> Fans & Blowers                  | <input type="checkbox"/> Safety Equipment/Training      |
| <input type="checkbox"/> Bearing Sensors                | <input type="checkbox"/> Feed Phosphates                 | <input type="checkbox"/> Sand & Water blasting          |
| <input type="checkbox"/> Belt Alignment Detection       | <input type="checkbox"/> Feed Stuff & Ingredients        | <input type="checkbox"/> Scale Interface                |
| <input type="checkbox"/> Belt Splices                   | <input type="checkbox"/> Fertilizer                      | <input type="checkbox"/> Seed Treaters                  |
| <input type="checkbox"/> Bin Bottom Sealing             | <input type="checkbox"/> Fertilizer Equipment            | <input type="checkbox"/> Seeds                          |
| <input type="checkbox"/> Biologicals                    | <input type="checkbox"/> Fertilizer Equipment Repair     | <input type="checkbox"/> Sign Design/Painting           |
| <input type="checkbox"/> Bookkeeping Systems            | <input type="checkbox"/> Fertilizer Storage Tanks        | <input type="checkbox"/> Soil Testing                   |
| <input type="checkbox"/> Builders/Buildings             | <input type="checkbox"/> Financial Services              | <input type="checkbox"/> Soybean Processor              |
| <input type="checkbox"/> Bulk Chemical Storage Tanks    | <input type="checkbox"/> Grain Futures                   | <input type="checkbox"/> Tanks                          |
| <input type="checkbox"/> Bulk Handling Equipment        | <input type="checkbox"/> Grain Merchandisers/Brokers     | <input type="checkbox"/> Tax Assessment                 |
| <input type="checkbox"/> Business Brokerage             | <input type="checkbox"/> Grain Temperature Monitoring    | <input type="checkbox"/> Trailer Manufacturing          |
| <input type="checkbox"/> Chemical Handling Equipment    | <input type="checkbox"/> Grain Trailers                  | <input type="checkbox"/> Transportation Services        |
| <input type="checkbox"/> Commercial Bins                | <input type="checkbox"/> Hoppers-Installation/Repair     | <input type="checkbox"/> UAN                            |
| <input type="checkbox"/> Commodity Futures              | <input type="checkbox"/> Insurance                       | <input type="checkbox"/> UREA                           |
| <input type="checkbox"/> Computer Forms & Supplies      | <input type="checkbox"/> Laboratories                    | <input type="checkbox"/> Waterproofing                  |
| <input type="checkbox"/> Concrete Repair                | <input type="checkbox"/> Lime/Fertilizer/Litter Spreader | <input type="checkbox"/> Weighing Devices               |
| <input type="checkbox"/> Construction Services          | <input type="checkbox"/> Liners                          | Other _____   |
| <input type="checkbox"/> Consultants                    | <input type="checkbox"/> MAP                             | Other _____   |
| <input type="checkbox"/> Custom Application Equipment   | <input type="checkbox"/> Micro-nutrients                 | Other _____   |
| <input type="checkbox"/> Custom Applicator Repair       | <input type="checkbox"/> Millwright & Repair Services    |   |
| <input type="checkbox"/> DAP                            | <input type="checkbox"/> Motion Detection                |   |
| <input type="checkbox"/> Data Processing Equipment      | <input type="checkbox"/> Nurse Tanks                     |   |

## Advertisement Payment Table:

**Premium Ad Total (Section 1)**..... \$ \_\_\_\_\_  
**Standard Ad Total (Section 2)**..... \$ \_\_\_\_\_  
**Color Options (Section 3)**..... \$ \_\_\_\_\_  
**Additional Directories (Section 4)**..... \$ \_\_\_\_\_  
**Buyer's Guide Listings (Section 5)**..... \$ \_\_\_\_\_

**TOTAL DUE \$ \_\_\_\_\_**

*Thank You!*

**IMPORTANT NOTICE PLEASE READ:** No ad will be placed without receipt of a contract or insertion request. You will be invoiced for your ad and any extra directories AFTER the directory is printed in April 2019. If you have special requests for billing or other options please notify the AAI office. Without notification we can not make exceptions.

## FINAL STEPS TO PLACING YOUR AD!

- FILL OUT PAGES 3-4 OF THIS PACKET**
- SIGN PAGE 4**
- INCLUDE BILLING ADDRESS ON PAGE 3 IF DIFFERENT FROM BUSINESS ADDRESS**
- TOTAL ADVERTISING OPTIONS**
- RETURN THIS CONTRACT TO:**

Email: communication@agribiz.org  
 Mail: Agribusiness Association of Iowa  
 Attention: Rose Ayers  
 900 Des Moines Street  
 Des Moines, IA 50309

### Questions?

Call: 515-262-8323 or 800-383-1682 Email: rose@agribiz.org