

AAI Membership Directory Advertiser Information

Reserve your advertisement space today!

How to Advertise in the 2020 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 January 1, 2020.

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 October 31, 2019. All premium tab positions have until November 30, 2019, after which positions will be assigned on a first come 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 3.
2. Submit your membership application by December 31, 2019 and we'll place your ad for the member rate! Call Reilly Vaughan, AAI office at 515-262-8323 for membership information.

Membership Directory Deadlines:

Cover Position Reservations	October 31, 2019
Premium or Tab Contracts	November 30, 2019
All Other Ad Contracts	December 31, 2019
New or Revised Ad Art	January 1, 2020

All contracts must be returned to communication@agribiz.org by December 31, 2019 to have space reserved for them in the 2020 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/paid.
- All fonts **MUST** be outlined.
- *(Origin file only) All graphics MUST be embedded or packaged in ZIP file to ensure proper processing.*

Color Ad Specification:

- Cover ad & tabbed insert prices include color.
- All color ads must be CMYK color space.
- Submit ALL ads electronically.
- All fonts **MUST** be outlined.
- *(Origin file only) 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: December 31, 2019

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

Standard Ad Sizes

DOWNLOAD TEMPLATES AT 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.

Full Page (4.75"W x 7.75"H)

Starting at \$425
Member Rate



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

Starting at \$370
Member Rate

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

Starting at \$315
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 December 31, 2019.
- Affiliate Members: call Rose for special ad pricing through DEC 31!

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

Starting at \$285
Member Rate

Business Card (2.375"W x 1.375"H)

Starting at \$240
Member Rate

Advertising Contract Agreement

Final deadline for all advertiser contracts: December 31, 2019

Company: _____
Contact Name: _____
Phone: _____ Email: _____
Address: _____
City, State, Zip: _____
Website: _____
 2019-2020 AAI Member Non-Member Company

Advertising Agency: _____
Contact Name: _____
Phone: _____ Email: _____
Billing Address: _____
City, State, Zip: _____
Authorized by: _____
Authorized Signature: _____

Advertising Insertion Request Options:

NOTE: Art must be received no later than January 1, 2020 via email)

- I am requesting a **NEW** ad for the 2020 edition (Please reserve space and see my selections below)
- REPEAT** my 2019 advertisement
- Please send me membership information immediately to receive member pricing!

Ad Placement Selections:

NOTE: Directory advertisements are for the 2020 year ONLY. New contracts are required each year. Last year's cover advertisers have until October 31, 2019 and premium have until November 30, 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 describe location of your request)

1) Premium Ads:

Outside Back Cover Ad (6.125"W x 8.5"H)

(4-color, website sponsor listing, 3 extra listings & business card ad)

- Member Rate: \$935
- Non-Member Rate: \$1,035

Inside Cover (6.125"W x 8.5"H) Front Back

(4-color included and website sponsor listing)

- Member Rate: \$835
- Non-Member Rate: \$935

Tabbed Insert (4.75"W x 8"H) Front Back

(4-color included and website sponsor listing)

- Member Rate: \$625
- Non-Member Rate: \$675

3) Additional Color Option:

Standard Advertisers ONLY mark if color is requested:

- 4-color print \$100
- No Color - Black/White \$0

2) Standard Ads:

Full Page (4.75"W x 7.75"H)

- Member Rate: \$425
- Non-Member Rate: \$450

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

- Member Rate: \$370
- Non-Member Rate: \$395

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

- Member Rate: \$315
- Non-Member Rate: \$340

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

- Member Rate: \$285
- Non-Member Rate: \$305

Business Card (2.375"W x 1.375"H)

- Member Rate: \$240
- Non-Member Rate: \$265

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, NOTE: 2020 price increase includes s&h)

- Member \$35
- Non-Member \$80

please continue on next page...

Advertising Contract Agreement (cont...)

Final deadline for all advertiser contracts: December 31, 2019

5) Buyer's Guide Listing Selections: (Five FREE selections - \$5 each additional selection)

Accounting Software	Drag Flights & Hanger Bearings	Painting/Coating/Waterproofing
Adjuvants	Dust Control Systems	Patron Access
Aeration & Temperature Control	Education	Pension Plans
Aerial Application	Elevator Bolts	Potash
Agricultural Chemicals	Elevator Cups/Buckets	Precision Ag Equipment
Agricultural Farm Products	Elevator Machinery & Equipment	Pumps
Ammonia	Employee Benefits	Rail Equipment/Service
Ammonium Sulfate	Engineering/Consulting Services	Regulatory Consulting
Appraisals	Environmental	Risk Management
Associations	Export	Roofing
Augers/Conveying Equipment	Facility Design/Engineering	Safety Consulting
Bags	Fans & Blowers	Safety Equipment/Training
Bearing Sensors	Feed Phosphates	Sand & Water blasting
Belt Alignment Detection	Feed Stuff & Ingredients	Scale Interface
Belt Splices	Fertilizer	Seed Treaters
Bin Bottom Sealing	Fertilizer Equipment	Seeds
Biologicals	Fertilizer Equipment Repair	Sign Design/Painting
Bookkeeping Systems	Fertilizer Storage Tanks	Soil Testing
Builders/Buildings	Financial Services	Soybean Processor
Bulk Chemical Storage Tanks	Grain Futures	Tanks
Bulk Handling Equipment	Grain Merchandisers/Brokers	Tax Assessment
Business Brokerage	Grain Temperature Monitoring	Trailer Manufacturing
Chemical Handling Equipment	Grain Trailers	Transportation Services
Commercial Bins	Hoppers-Installation/Repair	UAN
Commodity Futures	Insurance	UREA
Computer Forms & Supplies	Laboratories	Waterproofing
Concrete Repair	Lime/Fertilizer/Litter Spreader	Weighing Devices
Construction Services	Liners	Other _____
Consultants	MAP	Other _____
Custom Application Equipment	Micro-nutrients	Other _____
Custom Applicator Repair	Millwright & Repair Services	
DAP	Motion Detection	
Data Processing Equipment	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 is placed without the receipt of a contract or insertion request. Invoices are sent AFTER the directory is printed in 2020. If you have special requests for billing please notify the AAI office immediately or indicate on this form. Without notification we can not make applicable exceptions. Questions can be sent to rose@agribiz.org.

FINAL STEPS TO PLACING YOUR AD!

1. FILL OUT PAGES 3-4 OF THIS PACKET
2. SIGN PAGE 3 (SEE AUTHORIZED BY)
3. INCLUDE BILLING ADDRESS ON PAGE 3, IF DIFFERENT FROM BUSINESS ADDRESS
4. TOTAL ADVERTISING OPTIONS
5. 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