

# AAI Membership Directory Advertiser Information

## Reserve your advertisement space today!

### How to Advertise in the 2021 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 [directory@agribiz.org](mailto:directory@agribiz.org) by October 1, 2021.

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: [directory@agribiz.org](mailto:directory@agribiz.org)

Mail: CornerPost Marketing  
Attn: Sydney Tauber  
708 1st Ave. N #200  
Fort Dodge, IA 50501

Phone: 515-954-5480

**Note:** All cover advertisers have the right to reserve the previous year's space until September 28, 2021. All premium tab positions have until September 28, 2021, 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 September 28, 2021 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:

<b>Cover Position Reservations</b>	September 28, 2021
<b>Premium or Tab Contracts</b>	September 28, 2021
<b>All Other Ad Contracts</b>	October 1, 2021
<b>New or Revised Ad Art</b>	October 1, 2021

[An email response must be sent to directory@agribiz.org by October 1, 2021 to have space reserved for them in the 2021 edition.](mailto:directory@agribiz.org)

### 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 [directory@agribiz.org](mailto:directory@agribiz.org).
- Do not submit a paper copy or scanned images of your ad via mail 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: October 1, 2021

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

## Standard Ad Sizes

**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.

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

Starting at \$425  
Member Rate

**\$**  
**BEST**  
**Value**

### 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.
- 4.** All interior ads will be printed in B/W unless otherwise marked on page 4 section 3.

### 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: October 1, 2021

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Website: \_\_\_\_\_  
 2020-2021 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 October 1, 2021 via email)

- I am requesting a **NEW** ad for the 2021 edition (Please reserve space and see my selections below)
- REPEAT** my 2020 advertisement
- Please send me membership information immediately to receive member pricing!

## Ad Placement Selections:

NOTE: Directory advertisements are for the 2021 year ONLY. New contracts are required each year. Last year's cover advertisers and premium have until September 28, 2021 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: 2021 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: October 1, 2021

## 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 2021. 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 [directory@agribiz.org](mailto:directory@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: [directory@agribiz.org](mailto:directory@agribiz.org)  
 Mail: CornerPost Marketing  
 Attention: Sydney Tauber  
 708 1st Ave. N #200  
 Fort Dodge, IA 50501