

# 2019 Show Guide Advertising

## Member Discount\*

**IA platinum members - 30%**

**IA gold members - 10%**

**IA silver, bronze and regular members - 5%**

\*Maximum of two discounts per ad. Second discount applies after first. Member discounts may not be combined.

## Sponsorship Discount

All Champion, Leader and Advocate show sponsors receive an additional 5% off ad space.

## Agency Discount

The IA offers a 10% agency discount as a courtesy to advertising agencies that meet the following criteria: Ad agency is a commissionable, independent business entity, with no affiliation to its clients, accepting full responsibility for contracting ad placement, professional production, timely ad submission and full payment of all advertising placed on behalf of its client. The agency discount is not available to "house agencies," for ads picked up from prior years, or to advertisers who receive the double discount.

Premium Positions	
Back cover	\$3,990
Inside front or back cover	\$3,780
First right-hand advertising page	\$3,780
Regular Positions	
Full-page	\$3,360
2/3-page	\$2,860
1/2-page horizontal	\$2,360
1/3-page square or vertical	\$1,290
1/6-page vertical	\$690

**Please note:** Prior year advertisers have first right of refusal for the same ad position next year, up to 15 days from announcement date. If not committed by that date, the ad position is available on a first-come, first-served basis. If there are multiple interested parties, position will be determined based on priority points, not advertiser.

For more information about the Irrigation Show and sponsorships, go to [www.irrigationshow.org](http://www.irrigationshow.org).

## Specifications

### Advertiser & Agency Requirements

- All ads require a completed 2019 *Irrigation Show Guide* advertising contract.
- Show guide advertising contract is due by **Aug. 1, 2019**, to reserve space.
- Ad material is due in the stipulated size by **Sept. 1, 2019**.
- Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed, and also for any claims originating with the ad and made against the publisher.
- No pricing or product comparisons may be made in the ad. The IA reserves the right to refuse any ads or make alterations to ads that do not comply.

### Material Requirements

- Preferred file format** — high-resolution, press-ready PDF
- Other accepted file formats** — Illustrator AI or EPS, InDesign, or Photoshop TIFF or JPEG (flattened)

### File Preparation

- Build pages to ad size and include a 0.125-inch bleed on all edges and trim marks.
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process and be a minimum of 300 dpi at 100% of actual size. Vector or line art graphics must be a minimum of 600 dpi.
- Include all linked graphics. (All images must be linked correctly and meet specifications above.)

### File Submission

Upload advertising materials directly to [www.irrigationshow.org/showsponsors](http://www.irrigationshow.org/showsponsors).

**Materials are due by Sept. 1.** The IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.



**RESERVE YOUR SPACE** in this additional exclusive benefit for Irrigation Show exhibitors!



# Advertising Contract



Co-located with  
NGWA and ARCSA

## Advertiser Information

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Advertiser Information

Agency \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Authorizing Signature \_\_\_\_\_  
Print Name \_\_\_\_\_ Date \_\_\_\_\_

## Fees

**Note: Advance payment is required.** Your card will be charged upon receipt.

<b>Gross Total</b>	\$ _____	
<b>Less Member Discount</b>	\$ _____	<i>Include 5% for regular members, 10% for gold members or 30% for platinum members. Member discounts may not be combined.</i>
<b>Sponsorship Discount</b>	\$ _____	<i>All champion, leader and advocate show sponsors receive an additional 5% off ad space.</i>
<b>Subtotal</b>	\$ _____	<i>One additional discount allowed off subtotal (subject to qualification).</i>
<b>Less 10% Agency Discount</b>	\$ _____	<i>Must meet agency discount eligibility; see terms and conditions.</i>
<b>Net Total</b>	\$ _____	

## Payment

\$ \_\_\_\_\_ **U.S. Total Enclosed** (or charge authorized)

- Bill Advertiser**  
 **Bill Agency**  
 **Check Enclosed** (Remit in US\$ drawn on a U.S. bank, payable to the Irrigation Association.)

**Charge:**  VISA  MasterCard  Discover  American Express

Card Number \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

**December 2-6, 2019**  
Las Vegas Convention Center  
Las Vegas, Nevada

## Deadlines for 2019 Irrigation Show Guide

**Space Reservation:** Aug. 1, 2019

**Materials Due:** Sept. 1, 2019

Pick up from 2018 (must be same size)

Premium Position: \_\_\_\_\_

Ad Size: \_\_\_\_\_

## Terms & Conditions

Advertiser and agency agree to the advertising terms and conditions set forth on the rate card by submission of this contract to the Irrigation Association.

## Cancellation Policy

Written cancellation of order must be received no later than the artwork deadline of Sept. 1, 2019, to avoid billing. Cancellations without written acknowledgement from the publisher will not be accepted.

Any order canceled after the artwork deadline stated on this contract will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

## Fax or Email Today

Fax or email this form with credit card information or mail with payment.

## Irrigation Association

8280 Willow Oaks Corporate Drive,  
Suite 400, Fairfax, VA 22031

[www.irrigationshow.org](http://www.irrigationshow.org)

Tel: 703.536.7080 | Fax: 703.536.7019

info@irrigationshow.org

## For Office Use Only

Date Received \_\_\_\_\_

Received By \_\_\_\_\_

iMIS ID \_\_\_\_\_