

2011 Advertising Details

2011 Annual Report 2011 Irrigation Show Guide

Advertisement and Size (Width by Height) Annual Report (Members Only) Show Guide

Premium Positions

Back Cover	\$2,554	\$3,284
Inside Front Cover	\$2,447	\$3,138
Inside Back Cover	\$2,447	\$3,138

Regular Positions

Full page bleed (8-3/4" x 11-1/4"; includes bleed)	\$2,223	\$2,855
2/3 page (4-3/4" x 9-1/4")	\$1,960	\$2,500
1/2 page horizontal (7-1/4" x 4-3/4")	\$1,762	\$1,900
1/3 vertical (2-1/4" x 9-1/4")	\$787	\$954
Square (4-3/4" x 4-3/4")	\$787	\$954
1/6 vertical (2-1/4" x 4-3/4")	\$477	\$536

Note: The 2011 Annual Report and 2011 Irrigation Show Guide are printed in 4-color throughout.

Member Discount

IA members receive a 7% discount off gross ad space. IA premium members (platinum/gold/silver/bronze) receive a 15% discount off gross ad space. Member discounts may not be combined.

Double Discount

Advertisers in both publications receive a 10% discount. Contracts for both the *Annual Report* and *Irrigation Show Guide* must be submitted together to qualify for the double discount. The double discount is not available to advertisers who receive the agency discount.

Agency Discount

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.

Platinum Member Benefits

Irrigation Association platinum members receive free advertising in the *Annual Report* and *Irrigation Show Guide*. For more information on platinum membership, contact Deborah Hamlin (703.536.7080; deborah@irrigation.org).

Advertiser & Agency Requirements

- All ads require a 2011 IA Advertising Contract.
- Materials must be submitted in the stipulated size directly to IA by the published deadline.
- **No pricing or product comparisons may be made in the ad.** IA reserves the right to refuse any ads or make alterations to ads that do not comply.
- Supply hard copy color proof with 4-color ad. Ads submitted without hardcopy color proof may incur additional, non-discounted charges to produce proofs.
- Supply all fonts, graphics and images, and provide mechanicals as noted in specifications.
- Maximum of two discounts per ad, second discount applies after first. Member discounts are not combinable.
- Agency discounts are permitted only to qualifying independent ad agencies.
- IA, including its agencies and publishers, assumes no responsibility for errors associated with files sent without a color proof, errors due to file formatting and/or content errors within the ad.

Specifications

Electronic Submission: IA will send instructions on how to submit your file electronically.

Bleed Size: 8-3/4 inches x 11-1/4 inches
(1/8 inch on each side for bleed).

Trim Size: 8-1/2 inches x 11 inches.

Note: Live image and/or type should be no closer than **1/2 inch** to trim of publication.

Digital Files: Mac or PC file in TIFF or EPS (QuarkXPress, PageMaker, Adobe Illustrator, Adobe Photoshop, FreeHand, or printable PDF file with all images, graphics and fonts embedded. Do NOT embed multiple programs in file). Color images must be CMYK, TIFF or EPS.

Resolution: 300 dpi resolution for continuous tone images; 1,200 dpi for line art images.

2011 Advertising Contract

Deadlines for 2011 Annual Report

Space Reservation: April 13
Materials Due: April 27

Deadlines for 2011 Irrigation Show Guide

Space Reservation: August 3
Materials Due: August 17

- Annual Report Only
 Show Guide Only
 Both Publications

Pick up from 2010

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 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 mail today ...

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

Irrigation Association

6540 Arlington Blvd.
Falls Church, VA 22042
www.irrigation.org
Tel: 703.536.7080 • Fax: 703.536.7019
E-mail: denise@irrigation.org

Advertiser Information

Name _____

Title _____

Company _____

Street Address _____

City/State/ZIP _____

Country _____

Tel _____ Fax _____

E-mail _____

Agency Information

Agency _____

Contact Name _____

Street Address _____

City/State/ZIP _____

Country _____

Tel _____ Fax _____

E-mail _____

Authorizing Signature _____

Print Name _____

Date _____

NOTE: Advance payment is not required. You will be billed after the publication is printed. If you prefer to pay in advance, please supply credit card information. Your card will be charged upon receipt.

Bill Advertiser Bill Agency

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

Charge: VISA MasterCard AmEx

Card Number _____

Expiration Date (month/year) _____ / _____

CVV _____

Name on Card _____

Signature _____

\$ _____ **Gross Total**

\$ _____ **Less Member Discount**

7% for regular members or 15% for gold/silver/bronze/premium members. Member discounts may not be combined.

\$ _____ **SUBTOTAL**

One additional discount allowed off subtotal, subject to qualification.

\$ _____ **Less 10% Double Discount**

Contracts for ads in both directory and guide must be submitted together for double discount.

\$ _____ **Less 10% Agency Discount**

Must meet agency discount eligibility, see terms and conditions.

\$ _____ **NET TOTAL**