

2018 Show Guide Advertising

Reserve your space in this exclusive benefit for Irrigation Show exhibitors!

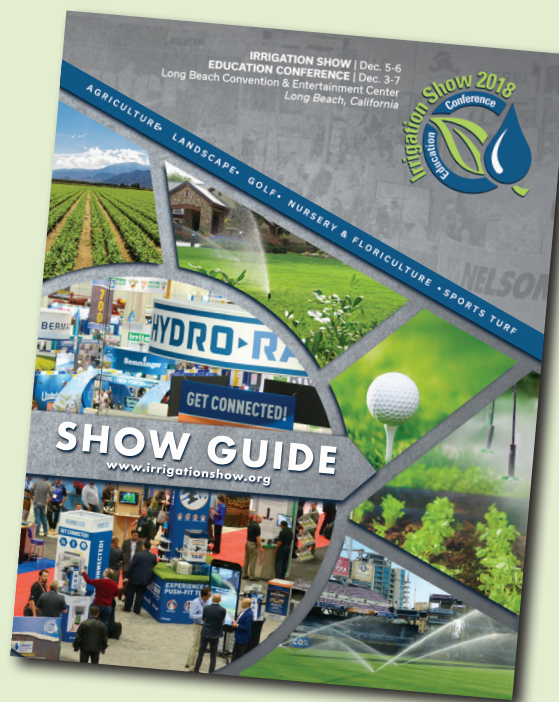
Premium Positions

Back cover	\$3,990
Inside front or back cover	\$3,780
First right-hand advertising page	\$3,780

Regular Positions

Full-page (8.75" x 11.25"; includes bleed)	\$3,360
2/3-page (4.75" x 9.25")	\$2,860
1/2-page horizontal (7.25" x 4.75")	\$2,360
1/3-page vertical (2.25" x 9.25")	\$1,290
1/3-page square (4.75" x 4.75")	\$1,290
1/6-page vertical (2.25" x 4.75")	\$690

The 2018 *Irrigation Show Guide* is printed in four-color throughout and saddle stitched.



Member Discount

IA platinum members – 30%

IA gold members – 10%

IA regular members – 5%

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

Sponsorship Discount

All platinum, gold and silver 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. Agency discounts are permitted only to qualifying independent ad agencies.

Please note: Prior year sponsors have first right of refusal for the 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, advertiser will be determined based on priority points.

Specifications

Advertiser & Agency Requirements

- All ads require a completed 2018 Show Guide Advertising Contract.
- Show guide advertising contract is due by **Aug. 1, 2018**, to reserve space.
- Ad material is due in the stipulated size by **Sept. 1, 2018**.
- 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" 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.

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.

Advertising Contract

Advertiser Information

Name _____ Title _____
Company _____
Street Address _____
City _____ State _____ Zip _____ Country _____
Telephone _____ Fax _____
Email _____

Agency Information

Agency _____
Contact Name _____
Street Address _____
City _____ State _____ Zip _____ Country _____
Telephone _____ Fax _____
Email _____
Authorizing Signature _____
Print Name _____ Date _____

Fees

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.

Gross Total \$ _____
Less Member Discount \$ _____ *Include 5% for regular members, 10% for gold members or 30% for platinum members. Member discounts may not be combined.*
Subtotal \$ _____ *One additional discount allowed off subtotal (subject to qualification).*
Less 10% Agency Discount \$ _____ *Must meet agency discount eligibility; see terms and conditions.*
Net Total \$ _____

Payment

\$ _____ Total US\$ 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 3-7, 2018
Long Beach Convention &
Entertainment Center
Long Beach, California

Deadlines for 2018 Irrigation Show Guide

Space Reservation: Aug. 1, 2018

Materials Due: Sept. 1, 2018

Pick up from 2017 (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, 2018, 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
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Suite 400
Fairfax, VA 22031
www.irrigationshow.org
Tel: 703.536.7080
Fax: 703.536.7019
Email: irrigationshow@irrigation.org

For Office Use Only

Date Received _____

Received By _____

iMIS ID _____