2012 National Farm Machinery Show –
Championship Tractor Pull Souvenir Program Advertising Agreement

This document shall serve as an advertising agreement between the National Farm Machinery Show's Championship Tractor Pull and _____ for the 2012 Championship Tractor Pull Souvenir Program. The National Farm Machinery Show reserves the right to reject any ad which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be promptly notified.

National Farm Machinery Show & Championship Tractor Pull: February 15-18, 2012

AD SPACE RATES

AD SIZE:	DIMENSIONS:	4-COLOR:	B&W:
Inside front cover	8-1/2" x 11"	**$1,050.00**	**N/A**
Inside back cover	8-1/2" x 11"	**$1,050.00**	**N/A**
Full page	8-1/2" x 11"	**$950.00**	**$800.00**
Half page	8-1/2" x 5-1/2"	**$650.00**	**$500.00**

DISCOUNTS: National Farm Machinery Show EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed.

RATES: All rates are net. Pricing is based on a completed, camera-ready ad that is supplied to the National Farm Machinery Show on a CD or via e-mail. See "Additional Charges" (listed below) for other fees that may apply.

SUBMISSION: **ALL ADS MUST BE PROVIDED DIGITALLY.** Ads may be e-mailed (if under 4MB) or supplied on a CD. *Note: Please comply with the attached Advertising Checklist if providing the ad on a CD.*

ADDITIONAL CHARGES: Set-up charges will be added to any ad requiring typesetting, layout or design: $75 for a full-page ad, $50 for a half-page ad. These same set-up charges will also be billed for ***any*** advertiser-initiated revisions, or for any revisions needed to correct improperly supplied art.

DEADLINES:
December 16, 2011 **Deadline for space reservations.**
December 19, 2011 **Deadline for advertising materials requiring any set-up or revisions.**
December 22, 2011 **Deadline for camera-ready art (no proof provided).**

PAYMENT:
Ad Size: _____ & Cost $ _____
Additional Charges: Set-up + $ _____ (if applicable)
Exhibitor (10%) or Sponsor (25%) Discount – $ _____ (if applicable)
TOTAL $ _____

☐ Check enclosed (payable to National Farm Machinery Show) ☐ To be billed with tearsheet

A ten percent (10%) late charge per month on the unpaid balance will be imposed on any account not paid in full within 30 days of invoice.

PLEASE PRINT AND COMPLETE IN FULL:

Advertiser _____ Contact Person _____

Address _____ City _____ State ____ ZIP _____

Daytime Phone (_____) _____ Fax (_____) _____

E-mail _____

Signature _____ Date _____

(SIGNATURE AND DATE REQUIRED FOR CONTRACT TO BE CONSIDERED VALID.)

Please send original copy of this agreement along with advertising materials to:
Sandra Kendall / Championship Tractor Pull – Media Department / P.O. Box 37130 / Louisville, KY 40233-7130

Street address: 937 Phillips Lane, Louisville, KY 40209 Phone: (502) 367-5185 Fax: (502) 367-5189
E-mail: skendall@ksfb.ky.gov Internet address: www.farmmachineryshow.org