



2012 National Farm Machinery Show – February 15-18, 2012 Championship Tractor Pull LED Board Advertising Agreement

MECHANICAL SPECIFICATIONS

AD TYPE:	DIMENSIONS:	COLOR MODE:	RESOLUTION:	FORMAT:
Side Balcony LED Still Graphic	272 px x 64 px	RGB	300 dpi	JPEG, BMP or GIF
Side Balcony LED Video/Motion	272 px x 64 px	RGB	300 dpi	AVI
End Zone LED Still Graphic	352 px x 112 px	RGB	300 dpi	JPEG, BMP or GIF
End Zone LED Video/Motion	352 px x 112 px	RGB	300 dpi	AVI

AD SPACE RATES

AD TYPE:	DIMENSIONS:	*RATE:	**COMBO DEAL:
Side Balcony and End Zone LED Still Graphic	15x :05 (6/pull)	\$1,000	\$1,800
Side Balcony and End Zone LED Video/Motion	15x :30 max (6/pull)	\$1,250	\$2,000

**DISCOUNTS: National Farm Machinery Show EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed. **COMBO DEAL: Includes LED advertisement and full page, 4-color print advertisement in Championship Tractor Pull Souvenir Program. Add \$100 for inside front or back cover.*

RATES: All rates are net. Pricing is based on a completed 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 or supplied on a CD.

ADDITIONAL CHARGES: Set-up charges will be added to any ad requiring typesetting, layout or design: \$100 for each still graphic. 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: **January 20, 2012** **Deadline for space reservations.**
January 23, 2012 **Deadline for advertising materials requiring any set-up or revisions.**
February 3, 2012 **Deadline for camera-ready art (no proof provided).**

PAYMENT: Ad Type: _____ & 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.)

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.

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
E-mail: skendall@ksfb.ky.gov

Phone: (502) 367-5185 Fax: (502) 367-5189
Internet address: www.farmmachineryshow.org