

# 2020 ADVERTISING CONTRACT

The *Retailer* is the official bi-monthly magazine and the *RoundUp* is the official bi-weekly eNewsletter of the Iowa-Nebraska Equipment Dealers Association. Readers are dealers from both single and multi-store locations and industry suppliers.

Delivered by both mail and electronically, each issue of the *Retailer* contains a variety of unique features written by industry and staff experts – necessary, pertinent information you simply cannot find anywhere else. In addition, the *Retailer* has a variety of regular columns that give readers the authoritative “inside track” on regulatory, legislative and field issues, written and supported by the Association’s leadership and staff team.

Delivered via email, each issue of the *RoundUp* highlights the Association’s hot news items, as well as collects manufacturer and dealer news in a compact and concise format easy for the reader to digest. Each issue also contains important calendar dates and event details. *RoundUp* consistently boasts a 50% open rate, compared to the 11% industry average.



**Your advertising dollars go a long way! Our publications provide:**

**Visibility to Dealer Members and Associate Members**

- Surveys show both *Retailer* and *RoundUp* have equal value to our members. They read the advertising in addition to the editorial and use both to guide their spending.

**A growing list of premium readers and consumers**

- Not only dealer members but associate members, manufacturer executives, specialty manufacturers, ag financial services partners and other affiliates located across 27 states, 2 Canadian provinces and France read our publications.

(Rates effective 01.01.20 thru 12.31.20)

RETAILER MAGAZINE ADVERTISING RATES – FULL COLOR			
Ad Frequency	1x	3x	6x
<del>Back cover</del>	\$1620	\$4635	\$9060
Inside covers	\$1180	\$3310	\$6410
Full page	\$795	\$2145	\$4070
1/2 page	\$685	\$1825	\$3445
1/3 page	\$610	\$1620	\$3020
1/4 page	\$540	\$1395	\$2590

ROUNDUP E-NEWSLETTER ADVERTISING RATES – FULL COLOR				
Ad Frequency	1 mo. (2 issues)	2 mo. (4 issues)	6 mo. (13 issues)	12 mo. (26 issues)
Leaderboard banner ad	\$580	\$1020	\$2725	\$4990
Medium rectangle ad	\$410	\$750	\$1895	\$3450
Half rectangle ad	\$235	\$420	\$1010	\$1800

Special request: \_\_\_\_\_

*Retailer* advertising     \$ \_\_\_\_\_  
*RoundUp* advertising     + \$ \_\_\_\_\_  
**ADVERTISING SUBTOTAL**     = \$ \_\_\_\_\_  
 Less Member/Assoc. Member Discount (-10%)     - \$ \_\_\_\_\_  
**TOTAL ADVERTISING COST**     = \$ \_\_\_\_\_

Total enclosed      Please invoice me

**ADVERTISER CONTACT**

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

Agency \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

**CONFIRMATION AND RETURN INSTRUCTIONS:**

Advertising space/ad size marked confirmed (non-cancelable) and booked; Advertiser has read advertising rates and agrees to the terms therein:

Advertiser signature \_\_\_\_\_ Date \_\_\_\_\_

**TO CONFIRM ORDER, RETURN A SIGNED COPY TO:**

Cindy Feldman, Iowa-Nebraska Equipment Dealers Association  
 8330 NW 54th Ave. | Johnston, IA 50131  
 p 515.223.5119 | f 515.223.7832  
 cindyf@ineda.com

# PRODUCT SPECIFICATIONS

## RETAILER MAGAZINE PRINT SPECS:

**FULL PG.**  
8.5 x 11  
(8.75 x 11.25 with bleed)

**1/2 PG. VERTICAL**  
4.25 x 11  
(4.375 x 11.25 with bleed)

**1/3 PG. HORIZONTAL**  
8.5 x 3.625  
(8.75 x 3.80 with bleed)

**1/2 PG. HORIZONTAL**  
8.5 x 5.5  
(8.75 x 5.625 with bleed)

**1/4 PG. VERTICAL**  
4.25 x 5.5  
(4.375 x 5.625 with bleed)

**BACK COVER**  
8.5 x 7.875  
(8.75 x 8 with bleed)

**NOTE:**  
Ads are due the first of the month preceding the issue month.

## ROUNDUP E-NEWSLETTER SPECS:

**LEADERBOARD BANNER**  
447 x 75 pixels

**MEDIUM RECTANGLE**  
174 x 147 pixels

**HALF RECTANGLE**  
174 x 74 pixels

## 2020 EDITORIAL CALENDAR

<b>January/February</b> <i>Editorial Topics:</i>	<b>Future of Ag</b> State of the ag industry • Economic projections
<b>March/April</b> <i>Editorial Topics:</i>	<b>What's New in Ag</b> New products & services
<b>May/June</b> <i>Editorial Topics:</i>	<b>Recruitment/Retention</b> Recruitment strategies • Employee retention
<b>July/August</b> <i>Editorial Topics:</i>	<b>Sales Management</b> Strategies • Motivation • Onboarding
<b>September/October</b> <i>Editorial Topics:</i>	<b>Customer Focus</b> Farmer perspective • Dealer service & support
<b>November/December</b> <i>Editorial Topics:</i>	<b>Data Management</b> Data tracking • Data utilization

## AD SPECIFICATIONS

### Digital Print-Ready Ads

- Print-ready means the ad is complete and needs no alteration.
- Print-ready ads should be submitted in electronic format via e-mail or WeTransfer.com as press-optimized, high resolution PDFs with all fonts and graphics embedded.
- We also accept native files in InDesign CS6 or Photoshop with all linked graphics and fonts.
- We DO NOT accept Word documents, Powerpoint files, Excel files, Publisher files or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered as ads we design.

### Design Services

- Ads can be designed by INEDA marketing staff — \$100/hr. with one hour minimum.
- Please e-mail ad copy to us as a Word or text file and also attach any high resolution photographs, graphics or logos you want us to use.

### Color

- We use CMYK process color throughout the magazine. Color for RoundUp is RGB.

### Photographs

- If using a digital camera, shoot at the highest quality mode (1200 x 800 minimum).

### Electronic Transfer Guidelines

- We accept material via e-mail or placed on our FTP site. Call for FTP instructions.

### RoundUp eNewsletter Ads

- RoundUp advertisers should provide digital ads as a 540 x 90 pixel, 72 dpi, RGB jpeg.
- Please provide digital ads measured in pixels at 72 dpi, RGB color and saved as jpeg files.

### Terms/Cancellations

- Ad space reserved but not filled will be billed at full rate. Cancellations after closing date will be billed at full rate. Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.

IOWA-NEBRASKA  
**EQUIPMENT  
DEALERS**  
ASSOCIATION

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p 515.223.5119 | f 515.223.7832